



Socio-economic Consequences of Cellular Phone

A case study of village 83 JB, Tehsil and District Faisalabad



BY

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**Department of Anthropology
Quaid-i-Azam University, Islamabad
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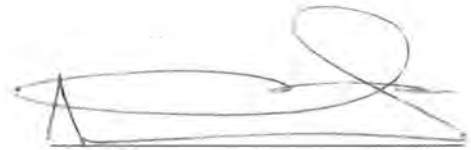
This is to certify that we have read the thesis submitted by Mr. Muhammad Waqas Saleem. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the Quaid-i-Azam University, Islamabad for the award of the Degree of "Master of Philosophy in Anthropology".

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To my BABA

AUTHOR'S DECLARATION

The author certifies that this thesis represents his own original work and has not been submitted in any form for another degree or diploma at any university or other institution. Information derived from published or unpublished work of others has been acknowledged in the text and a list of references is given. Human research ethics are considered in conducting this research.

(Muhammad Waqas Saleem)

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CHAPTER 1

INTRODUCTION

The concept of connectivity and social networking has been entirely changed by information and communication technologies (ICT). The cell phone, a smaller but significant part of this broader phenomenon has brought more of a social rather than technological change. It has covered the distance from luxury to necessity without prediction in less incidence of time. Due to unpredictable nature of this gadget, social scientists have failed to assess its consequences.

The cell phone has gradually become part and parcel of everyday life. The social fabric has been immensely penetrated by the phenomenon of keeping and using cell phones. Individuals are so enveloped in its accessories that life cannot be imagined without cell phone. The physical characteristics of cell phone have determined its related social actions. The cell phone and its added out dishes have shaped its increased usage and dependency. "According to the statistics of the International Telecommunications Union, in the mid-1990s, less than one person in twenty had a mobile telephone; as of 2003, this had risen to one person in five".¹ "In the mid-1990s, the GSM system was just being commercialized, there were serious coverage and interoperability issues that were not yet sorted out and handsets were only beginning to be something that did not require a car to transport them."²

¹ Ling 2005

² http://www.google.com/url?sa=D&q=http://www.itu.int/ITU-D/ict/publications/wtdr_02/material/WTDR02-Sum_E.pdf&usg=AFQjCNHdT4x9egf5BQeadf1JkWCwWotG5w

Now the concept has been changed and mostly people own a handset as compared to the mid 90's as if child seen with cell phone was considered to be rich teen of a filthy rich family. In less than a decade; especially in our country, the cell phone has established its social and technical acceptance. The revolutionary change in mode of communication can be attributed to a definite social change while the traditional order has experienced novel norms, morays and folkways.

The cell phone has changed the concept of connectivity by taking it beyond the limitations of time and space. The notion of being connected everywhere every time has strengthened the social bonding and ties on one hand and also created social irregularities on the other. In the development of social and psychological personas mobile phone has become endemic of both public and private life. It has become a new arena for the language to be played and morphed. Cell phone has changed the concept of face to face interaction and social group dynamics. Moreover apart from huge social impact the politico economic influence is immense which is consequently affecting the society in different ways. It is opening new avenues in commerce and business.

In the last five years the global out reach of this phenomenon have forced the scientists to do with mobile communications. Scholars from Europe, North America, Asia and countries such as Israel have investigated the ways in which mobile communication interacts with social dynamics, while keeping in mind the particular social setups of their respective regions. The before and after picture presents as bizarre image of novel social ideas, changed traditional structure and varied individual orientations resulting in a very complex phenomenon of global society. The part of world we live in has seen the

transition of cell phone usage characterized by immense pace and extreme social adaptability.

A recent report suggests that Pakistan has more text message senders than the whole of Asia. “The report says that 151.6385 billion text messages were exchanged during the Year 2009, which is 1532 Short Message Service (SMS) per subscriber, while the messages exchanged from July-Sep 2010 were 48,846 Million”³. The figures are huge and can be analyzed in both ways; technological development and social innovations, business growth patterns are depicted by the report on the other hand as it suggests that text messaging has been occupying individual’s space of interaction with society.

“Around the world, SMS is used by four billion mobile users, who sent five trillion messages in 2009 which is approximately 105 SMS, per person per month, which are less than 128 SMS per person exchanged per month in Pakistan. According to a present research, SMS traffic will grow double in coming four years and it is estimated that by 2013, the volume of messages will double to 10 trillion. According to report of International Telecommunication Union (ITU), in Year 2010, a total of 6.1 trillion SMS have been exchanged worldwide from 5.3 billion mobile cellular subscriptions worldwide, including 940 million subscriptions to 3G services, which has jumped from 1.8 trillion SMS in the Year 2007. According to officials in Pakistan Telecommunication Authority (PTA), text messaging has leapt three folds in the past three years, with almost 200,000 text messages exchanged every second”.⁴ The statistics depicts the phenomenon of revolutionary transformation in social order considering the structures of social interaction, communication and habitat. The definitions of social linkages has developed

³ <http://nation.com.pk/pakistan-news-newspaper-daily-english-online/Entertainment/05-Jul-2011/Pakistan-is-largest-SMS-sender-in-Asia>

⁴ ibid

new face with the advent of remote connection communication, text messaging, chat, video conversation and nonetheless the internet applications. In addition to the social linkages the financial structures are greatly dependent on the use of cell phones,

1.1 Mobile Telephone in Pakistan

In the beginning, telephone and telegraph department were the basic telecom service provider in the country. The department was performing multiple functions as regulators, service provider under the auspices of the government. The organization was earning huge profits but the foreign investment was not enough.

“Cellular mobile services in Pakistan commenced in 90s when two cellular mobile telephone licenses were awarded to Paktel and Pak Com (Instaphone) for provision of cellular mobile telephony in Pakistan”.⁵ Currently Pakistan has six cellular service providers in its tele market. The cellular service is growing tremendously as by the end of 2007; 7011 places have cellular service in the country. “In 2007 total tele-density in Pakistan has reached 52% which stands well above other regional economies, of which the fixed line tele-density is 2.9% & cellular 48.4%.”⁶

The growth of telecom sector in the country can be attributed to cellular phone industry. Along with the voice call functions the value added services added fuel to the fire and the cellular industry is following all time high and rapid growth pattern.

Low tariffs, coverage and better quality of service are the key indicators behind the success of mobile phone industry in Pakistan. This growth pattern encouraged more and more subscribers and this digit hit figure of two million mobile subscribers every

⁵ Industry analysis report, 2007, Pakistan Telecommunication Authority

⁶ Ibid

month throughout the last year. “Network coverage of almost 90% of the total population of Pakistan has made mobile industry even more attractive for foreign investment”.⁷

“Pakistan has emerged as one of the fastest growing mobile markets among the developing nations. This year the sector grew by 80% whereas average growth rate in last 4 years has been more than 100%. Today total subscribers have reached 76.9 million (Dec 2007) whereas it was 34.5million in 2006 and 12.7million in 2005.”⁸

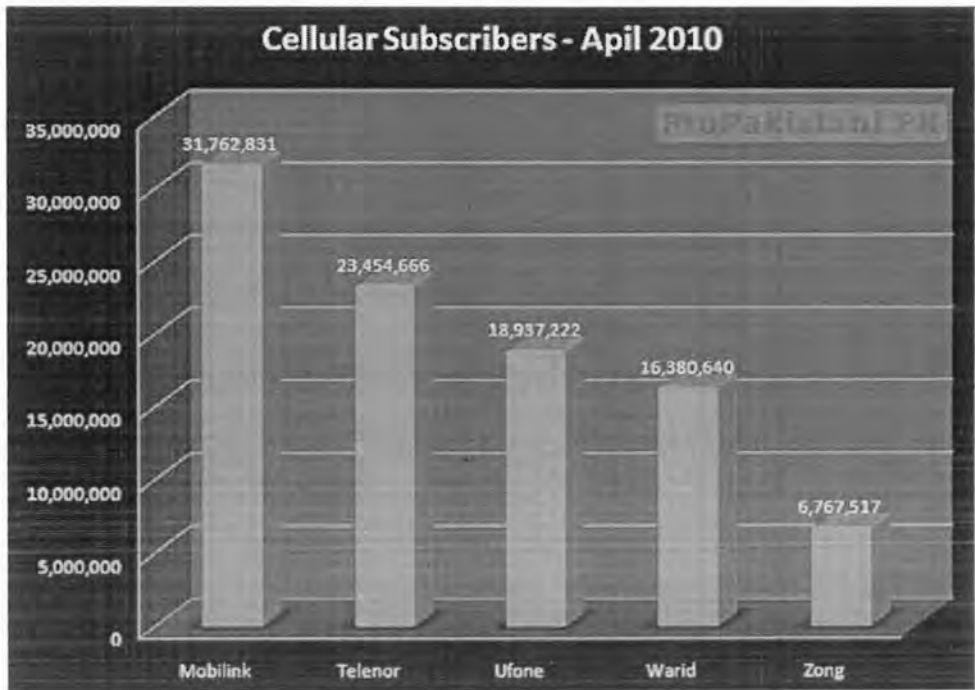


Fig 1: Cellphone,Subscribers in Pakistan⁹ (April 2010)

This competition for survival among the mobile vendors in the telecom market has pushed them hard to lower the tariffs and introduce value added services to attract the consumers. Consequently number of the mobile users is growing rapidly along with the trend in multi SIM usage. The excessive usage choice both from the vendor and the

⁷ ibid

⁸ ibid

⁹ www.propakistan.pk

mobile phone makers results in increased cell phone dependency; social networking and social actions.

1.2 The Topic

The present case study was conducted to investigate the 'socio-economic consequence of cell-phone' in village 83 JB¹⁰, Tehsil and District *Faisalabad*.

1.3 Statement of the Problem

Today is the age of technology and life is virtually impossible without the blessings of it. It has affected the human life from centuries in its different forms and manifestations. In the context of Information and Communication Technologies (ICT), cell phone is a small off shoot of this greater phenomenon but with far more social consequences or repercussions rather technological one. It has transformed the concept of interaction and communication by taking it beyond the limitations of time and space.

Cell phone in English or *le portable* in French, *Kanny* in Finns, Handy in German, *el movil* in Spanish, *el mobile* in Arabic, *moto* in Thai, *keitai* in Japan or *sho ji* in Chinese not only shows its terms of reference or address in different languages but also its global usage and implications. (Plant 2006, p 3) The notion of being connected everywhere and every time has given new avenues to social networking and communication. In its impacts cell phone has surpassed other gadgets of Information and Communication Technology.

This argument to an extent has been propagated by Townsend (2000) and Geser (2004),

"The advent of inexpensive mass-produced mobile communications in particular, has avoided scholarly attention, perhaps because it seems pedestrian compared to the nebulous depths of cyberspace. Yet the cellular telephone, merely the first wave of an imminent invasion of portable digital communications tools to come, will undoubtedly lead

¹⁰ JB stands for Jhang branch, it is named after irrigation canal Jhang Branch

to fundamental transformations in individuals' perceptions of self and the world, and consequently the way they collectively construct that world".

(Townsend 2000, p 8)

Cell phone has greatly changed the life style of individuals by bringing the world on hand palm and finger tips. This fast pace technological revolution has squeezed the world into one global village where connectivity is single touch away. This ease in connectivity has given the greater chance and opportunity to the indigenous traditions and customs to be proliferated by the foreign ones; leading to global social unity or cohesion. By now the combinations of hardware and software with new social trends like smart phones and tablet pc have transformed the concept of computing in the society.

Cell phone has brought the social and economic changes in the societies. The level of direct interaction and conversation has been greatly reduced among the family members. It has produced new social norms and values. Mobile phone is used as a pager, clock, calculator, currency converter, dictionary, game, camera, iPod, messenger, radio, daily dairy, voice recorder, stop watch, hand held bank, tablet pc and a lot more. This much utility of the cell phone has changed it from luxury to daily necessity item. Most of the people in society like ours cannot do without mobile phones. The mobile phone has serious repercussions on interpersonal, intrapersonal communication and social interactions. *Lakshmi Vaidyanathan* in her research titled social consequences of cell phone quotes the following usages of mobile phones through internet, magazines, books and observations.

- "Be in contact with parents/ guardian
- Keep in constant touch with their peers (mainly texting).
- Feel good of possessing one.

- To keep pace with the technology
- Play games (mainly to overcome boredom)
- Use as a safety tool
- Use as an alarm clock
- Calculators
- Have fun with ring tones and screen savers
- Cast vote (like NZ idol TV shows)
- Take still and video pictures
- Listen to music
- Browse on the net” (*Vidyanathan 2007, p 3*)

This overdependence over a tiny gadget ‘phone’ has brought new social and economic dynamics in the societal fabric. New practices have evolved all the way due to this small invention. The present study focused on new social and economic practices evolved with the usage of cell phone affecting the day to day life of the individuals. The rapid increase is evident through the statistics quoted by Geser,

“Due to the rapid increase in cell phone technology, the total number of phones worldwide has for the first time surpassed the number of TV-Sets in 2001”. (Geser 2003, p.4)

This rapid increase has occurred despite different cultural traditions and norms around the globe. Even the technophobic societies like Italy have endorsed this innovation rapidly (Geser 2004). In our society this technology has rapidly made its place by making the people dependent and habitual. Now they cannot imagine life without cell

phone. It has differently affected the life through its different accessories. In general mobile phone has impacted the social fabric of the society by limiting the face to face interaction. The limitation of being face to face has entirely changed the dynamics of interaction and communication as no social pressures and obligations are felt. People often lie about their location, do not bother about the people present around them while interacting with individual at other side. The concept of primary group socialization has been perturbed as humans give more time to their cell phone as compared to the people around them.

Short message service has different effects regarding its privacy and silence. Apart from leisure boredom, it opportune individual to give thought full reply as nobody is hearing or listening to the text. This also puts a limitation as especially children get out of parental checks. The text language has serious implications on the language as IT language is squeezing the language and the related values attached. People are becoming more and more casual; disrespect to elders and colleagues have become common occurrence. The greater social and economic consequences of this small device were rationale behind selecting this study.

1.4 Objectives

- To look into the impacts of technology (mobile telephony) on everyday life
- To find out the social consequences of cell phone; its impacts on social obligations, interpersonal relations, social roles, cultural norms
- To observe the accounts of cell phone usage and its meaning for different generations
- To find out the impact of cell phone on language with special emphasis on SMS
- Social networking and cell phone
- To investigate the economic repercussion of cell phone on personal and household economy

1.5 Methodology

Combination of ethnographic and descriptive research tools has been used to investigate the facts on the subject of the social and economic consequences of cell phone. The research methods used in the study includes participant observation, in-depth interviews, Focus group discussions, socio-economic and census survey forms and key informants.

1.5.1 Participant Observation

Technological ethnography expert, Genevieve Bell of Intel Corporation, explains the methodology thus: “It’s based on the idea that you can best absorb a culture by being

there and doing it. An old professor of mine called it “deep hanging out”. You’ve got to actually be there, hang out with people, and participate in their daily activities”.¹¹

Thus keeping this principle in mind to have the rich ethnographic data, participant observation was selected as a research tool. Though it remained as a basic method to collect information during the course of the study, some specific observations of eight mobile user families were made to calculate the time line of mobile usage and its interference on the interaction time among the family members during tea time at evening. This method specifically helped out to explore the usage and compatibility of cell phone technology in day to day life, interaction time that has been taken away with the cell phone, the impact of cell phone on personal relations and how the phone has coped in the traditional culture, especially with the females as it gives them a chance to interact freely with the world outside household and make social networks.

Mobile utility and usage for different generations was the objective of the study as well and this was recorded in eight different observations of eight different families at tea time in the evening. The time of observation was selected, as it was the only time when all family members in the village are together and interact. The eight observations of the families of different socio-economic background were made so that broader perspective can come out. The observations were not repeated with the families due to problem of access and limitation of the availability of family members. During the observation the stopwatch was used to record and calculate the time of cell phone usage.

¹¹ Quote taken from www.intel.com/pressroom/people/ell.htm

1.5.2 Rapport Building

For ethnographic research, where it is necessary for a researcher to participate in the day-to-day activities of the community, rapport building is vital for serving the purpose. It helps shunning the alien factor and bringing compatibility and ease between the researcher and the community. This method includes spending time with the community members in order to get their confidence to the extent that they start sharing their internal information. This method has been utilized to build good relations with the community.

1.5.3 Socio-economic and Census Survey Forms

The forms are used to record the basic information of the village households that includes demographics. An extra form carrying questions about the mobile usage, service provider, number of users, Internet usage, tariffs, games and camera usage had been attached. This helped to chalk out the clear picture of individual and collective social, economic, religious patterns of every household and whole village respectively. The forms give overall basic information about the village which helps analyzing and correlating the mobile usage with socio-economic patterns of the people. Ninety-five socio economic and census forms were filled out of total 477 households. An interval of five was selected through systematic random sampling with convenient start.

1.5.4 In-depth Interviews (Individual depth interview)

This tool has been used to explore the in-depth and effective information regarding the means and modes of mobile usage among people of different age groups.

Probes and further probes assisted in excavating the real information about the issue. The respondents were carefully chosen after sorting out the information that came through socio-economic and census survey forms, observations and key informants.

1.5.5 Key Informants

This is the effective method to elucidate the key information regarding the specific phenomenon in the society. Since this study was concerned with the effects of mobile phone and its usage patterns. Key informants were carefully chosen so that they can give access to required information. The informants made it possible to point out the irregular mobile users among youth and some different patterns on which the mobile is being used. Key informants of different age and socio-economic background were carefully selected as to get cross sectional and in-depth after building rapport. Three key informants were selected named *Umair*, *Azam* and *Parveen bibi*.

1.5.6 Sampling

Since the population and household units were greater in number and the scope of this study was limited. To keep the homogeneity of the population represented in the sample, systematic sampling was selected to fill the socio-economic and census survey forms. An interval of 5 was selected for making systematic sampling of the households. Out of 477 households 95 socio-economic and census survey forms were filled. Purposive sampling technique was used to record the case studies and in-depth interviews.

1.6 Significance of the Study

The study aims to explore the patterns of mobile phone usage in the society. As the mobile phone has provided new avenues of communication and social networking, the study helped to explore those avenues and patterns. The study also helped to dig out the meaning and usage of the phone among different generations. It sorted out its effects on personal, interpersonal and societal communication. It also helped to dig out the impacts of phone on the traditional roles. This study brings about the social and economic impacts of cell phone on the society in general and on different generations in particular.

The research helps to find out general challenges that our traditional societies are facing due to their interaction with the technology and especially information and communication technologies. This also helped to explore the new trends, norms and values that are evolving in society due to this interaction. The study also helped to predict that where this interaction will lead the society.

The study explored different case studies demonstrating the direct impacts of cell phone on the society and younger generation in particular. The study is significant to the extent that it helped to explore the impacts of a phenomenon that is relatively new to the society.

CHAPTER 2

REVIEW OF RELEVANT LITERATURE

Though the cell phone gradually grabbed the global market and its impact is a vast field of social and behavioral sciences, but its unpredictable nature and the surprise enveloped in it failed to get the due attention of the scholars of both the social and behavioral sciences. In the first instance the scholars took it as a technological instead of social revolution. Social science failed to assess and predict the social and cultural repercussions of this tiny device. Geser rightly puts this argument in his research as:

Since its inception cell phone has been unsuccessful to get the scholarly attention to assess and evaluate its multi-faceted impacts on day-to-day life, personal and social interactions, relations and social organization. Most of the scholars have considered Internet as a mega innovation while the cell phone has been totally kept in the dark.

(Geser 2003, p 4)

The wireless technology enabled human beings on the planet of earth to hear the voice of man from the moon. At that time the technology was exclusively used by the organizations but now this has been disseminated to the common man. The modern mobile phone technology i.e. (GSM) its digital version traces its history in the world from 1995. The pace of the technology and its spread has more serious social implications as compared to its technological side.

Technologies are constantly evolving characteristic irtc are an ever-changing aspect of this day and age. New gadgets and ideas are always trying to simplify life and bring people closer together. Corbett highlights the historical evolution of the information and communication technology in her paper titled cellular impacts on personal relations,

as cellular phone was first developed in Sweden in 1956, but had no conveniences about it, nor did the average person have access to it.

“It weighed 90 pounds, and was as inconvenient as having a landline with a 10-foot long cord. Following several trials and developments, in 1978 Bell Labs, working with Motorola created the first generation of a cellular network.” (Corbett 2009/Fortunati 2002, p 1)

Like other technological innovations the impact of cell phone is far greater and deep as it has become part and parcel of everyday life. Individuals cannot imagine life without cell phone as portability; mobility and connectivity of the product have made it unavoidable. This concept has revolutionized the social fabric by making the availability of every person in contact just a single touch away. This is not an end to the social implications of the mobile phone as its spectrum is far broader. The idea of connectivity without constraints of space can be elucidated by the following argument supplemented by the quotes of different scholars.

Physical proximity and stable dwelling places have shaped the evolution on the surface of earth from billions of years ago, and both are prerequisites for interactive relations, deep interdependence and social organization respectively. The effect of these two physical factors seems increasing as their collision with other evolutionary factors results in increase in spatial mobility and growing faculty of communication. The industrialized towns and growing distances among the individuals and organizations have emphasized the need of physical proximity and stable dwelling for cooperation. Thus individuals and animals are deeply affected by the phenomenon, as their locomotion in urbanized places tends to diminish the factors of communication and interaction. This

dilemma can be sorted out only if whole of the collectivities move together but that's virtually impossible at human level. This thought can be substantiate by quoting Goffman as:

"Thus, while the increase in population density has certainly facilitated primary interpersonal communications (by furthering spatial proximities), increments in locomotion have again reduced it, because whenever individuals are walking on streets, driving on roads, cruising on ships or flying in planes, they are trapped in public traffic orders characterized by highly restricted and standardized codes of communication."

(Goffman 1971, p 3)

In advanced societies individuals are characterized of coping discrepancies between spatial and social distance as at work place they have to maintain spatial closeness with others while on the other hand they are away from the their loved ones at home. The landline telephone had reduced the dilemma of physical proximity with a limitation of interaction while staying at one place. Thus it has given a chance to the individuals and organizations to grow the patterns of social interaction and ultimately integration beyond the limitation of place; thus becoming the symbol corporate capitalism as it separated offices from factories and allowed the growth of densely populated urban centers and skyscrapers.

Seen in this very broad evolutionary perspective, the significance of the mobile phone lies in empowering people to engage in communication, which is at the same time free from the constraints of physical proximity and spatial immobility.

With the advent of wireless communication especially mobile phone it has again transformed the concept of interdependence and social organization by taking the communication and interaction beyond the limits of physical mobility and spatial proximity. It has brought compatibility between the spatial mobility and communication.

(Geser 2003, p 12)

This argument can be further substantiated by the thoughts of the Corbett as she quotes:

“Social interaction signifies that we are aware of the existence of others, as well as implies active engagement between two or more parties.” (Banjor, Hun & Sundar 2007, p.11)

This engagement between two or more than two parties is often intruded by the third remote partner being physically absent but becoming part of the social group. In public sphere people intrude in to the spaces of other individuals by speaking in louder tones. This not only effects the ongoing conversation but also bothers the social activity going around.

“Cell phones have allowed individuals to surpass time and space and have any conversation that they choose, wherever they choose. With public conversation comes public invasion, meaning that you are invading into other’s personal spaces by talking out loud about your own personal spaces coming off as inconsiderate and/or rude which links to alienation of oneself.”

(Corbett 2009, p 17)

On the contrary this communication beyond the ambit of spatial proximity is putting limitations on the notions of bilateral and face to interaction, subjective state and environmental conditions of the interacting persons. Geser has differentiated this point as he further develops his evolutionary implications of mobile telephony on the life of individuals. He writes that implications of cell phone on the following human levels

In the following, a few of these implications on the following levels are addressed:

- 1) “On the individual as a self-guided actor,
- 2) On inter-individual fields of interaction,

- 3) On face-to-face gatherings.
- 4) On groups and organizations.
- 5) On inter-organizational systems and societal institutions.”

(Geser 2004, p. 7)

The cell phone usage gradually becomes part of life as the user slowly learns its functional avenues and aspects; ultimately that grows the interdependence on the machine. This interdependence gradually alters the course of habits. Finally the collective habits become social practices and customs. As these changed customs and habits forms a new social fabric that is bit different from the previous one.

Certain theories talk about the interaction of society and technology. Some argue about the prior impacts of technological devices that form the social actions accordingly while others argue vice versa. This interaction between technology and society is propagated by the technical, social and determinism and domestication approaches. The technical deterministic suggest that society is being molded and formed by technology; as Marx suggested that feudalism and capitalism are the practical manifestation of hand mill and steam mil respectively. Mumford (1963) noted that “the clock, not the steam engine, is the key machine of the modern industrial age.” The basic idea behind is that technology is at the root of social formations.

Another perspective as social determinism of the technology; connotes that technologies are interpreted again and again by end users. It's the usage patterns that decide the future of the technology. As far as the cellular phone is concerned basically it is designed for the communication but it has the potential to act as torch, camera or even

bottle opener. So it is always possible if it develop alternatives. The afore mentioned idea was discussed by Bijker and law.

The social deterministic perspective indicates that human or to be very precise end users are the authors of the technology being taken as text.

Both the technical and the social deterministic perspectives have their weaknesses. Technical determinism often assumes that the technology sprang, as it were fully formed out of the head of Zeus. There is inadequate attention paid to the idea that the technology was created in a specific social context. In this way, there is no clear idea of what constitutes the social and what constitutes the technical.

(Ling 2004, p 20)

The opposite critique applies to the social deterministic view. If we carry this position to its logical end, technologies have no fundamental attributes and it is always at the verge of reinterpretation. The identity of the technology more or less is based on its socially negotiated profile.

Both the above discussed approaches operate at very high level of abstractions while discussing the nature of technology. A third approach that is an intermediate approach and gives a balanced perspective is the idea of affordance.

The idea propagated by Gibsen in 1979 and further developed by Norman in 1990 holds a pretty balance between social and technological deterministic approaches. The affordances idea defines the interplay of physical characteristics and our perception and usage. Gaver quotes that characteristics directly available to the perceiver is affordance. For instance he observes door handle affords pushing in the mind of the person who is using it. "The core idea is that *the properties of objects determine the possibilities for action*". (Sellen and Harper 2002)

The idea of affordance elucidates the areas being left out by technical and social deterministic schools. The interaction of technology and social is embedding gadgets to

our life. On the parallel this approach is also full of shortcomings. It just looked at the physical attributes of the gadget while completely overlooking the ideals of culture.

“Many studies show that cell phone usage is subject to functional expansion, because users gradually change habits and learn to apply the new technology for a growing variety of purposes and in a widening range of situations. In their diachronic study of 19 new cell phone users, for instance, Palen/Salzman and Youngs (2001) have found that subjects typically start with rather narrow conceptions of why they need a mobile, but then considerably enlarge the range of uses with evolving time. Typically, there seem to be broad trends towards expanding usage from mere emergency to routine cases and from specific instrumental to more diffuse expressive communications. As a primary motive for adopting a cell phone, most individuals refer to instrumental functions: e.g. the possibility of getting reassuring information about the well-being of loved-ones, or the chance to call for help in emergency cases e.g. street accidents”. (Palen, Salzman & Young 2001, p. 24)

The technology gradually becomes part and parcel of life. This journey from extraordinary to ordinary is achieved without the prediction. The behavior of technology is always unpredictable in nature and nobody can access its future role, as cell phones are the best example for this phenomenon. The cell phone gives an air to the additional communication e.g. mobile clearly enables additional communication that we might not have made before.

Information and communication technologies are integrating the globe by enabling endless communication. These technologies have imprints on the social actions of the society.

The characteristics and properties of technology initiate a social action. This proposition can be evidently drawn from the spread and growing dependence of cell phone in our society. The functions or characteristics of cell phone like camera, clock, gadgets, and memo; multimedia functions have increased its usage patterns ultimately leading it towards increased social revolution.

This feeling of surprise attached with technology is unique to the cell phone. As the cell phone was introduced in the beginning nobody was aware of its upcoming dependency and after effects of the technology. Gradually it formed the significant part of life and now the life cannot be imagined without cell phones even in third world countries like Pakistan. Cell phone communication is combined with day to day practices. It is sociable and stranded in ordinary routines, workspaces and moments of interaction. The integration at such minute level is a basic key behind its success.

This integration has resulted in increased services from cell phone companies like text messages, Internet facility which ultimately results in greater dependency. This increased relevance of cell phone with everyday life is making the adoption of cell phone very fast and rapid. Cell phone technology is affecting the ways of interaction.

Here is the table that shows the mode or channels of communication and the type of communication the specific channel generates. It would help to understand the effects of information and communication technologies on the human interaction.

Table 1: Main variants in human communication¹²

Face to face	by technical (Two ways)	by traditional (Two and one way)	Social media (One way)
Conversation	Messenger pigeons	Letter	Radio
	Telegram	Post card	Television
	Fixed telephone	Municipal edicts	Books
	Mobile telephone	Circulars	Magazines
	Mobile phone (SMS) Others	Official letters	Newspapers
	Internet		
	E-mail	Cinema and video	Chats
	Painting (and art)	Video-conference	Advertising

The cell phone has become more of a social norm as compared to not having it. The presence of cell phone gives a sense of security and social presence around the globe. The cell phone have serious repercussions on the face to face interaction as immediately after the call tone or message bell the conversation comes to stand still and one individual is drawn to another realm of circumstances and the other being feeling left out or aloof. This may cause a feeling of anxiety or depression.

Individuals do not hesitate to answer their phone calls while halting the process of ongoing conversation and this phenomenon has serious repercussions.

¹² <http://www.itu.int>

"In answering the ringing cell phone, the individual who is presently being conversed with, has described feeling a sense of being left alone, which can cause social anxiety, as well as resentment/annoyance towards the individual who answered the phone call."

(Corbett 2009, p 4)

Along with this the concept of leisure boredom has made the society more cell phone dependent. Humans while jogging, travelling, waiting or in some cases keep their attention away from the ongoing discussion use the cell phone and its accessories. For example they will start text messages, playing games, using internet and other stuff. This concept has increased the use of cell phone. This type of behavior is more common in adolescents and young people.

The mobile phone has given air to the attention seeking behavior and especially in younger people this sense of competition encourages the tendency of keeping the high cost mobile phones with heavy accessories. The expensive phones are easy prey to snatchers and criminals thus fueling criminal attitude in the society. Along with another negative feeling that it generates in the society is sense of inferiority among the people and especially youth who are not in possession of expensive gadgets specially mobiles. Young people may try to get such stuff by stealing or snatching again a negative feeling.

As through cell phones face-to-face interaction have been reduced greatly and this technology has become a blessing in disguise for the people having low self esteem as they always fear the pressure of face to face interaction and do not have the confidence to talk. These people try to build social networks through cell phones.

Research shows that individuals who have low self-esteem seek out more frequent use of the cell phone to seek to establish new relationships and try and gain an element of control in their social relationships. This makes it easier for individuals with lower self-esteem to form and maintain social relationships.

(Corbett 2009, p 9)

Rounding up the discussion on cell phone in general and hitting to the impacts of its other related services like short message service, it has greatly changed the concept of communication.

“In 2001 Nokia conducted a worldwide survey of 3,300 people, under age 45; over 80% of those that were surveyed reported that text messaging was the most used function on their mobile phones.” (Reid and Reid 2004, p 225)

This service has greatly impacted the face-to-face interaction and researchers fear that it may make the said interaction as nonexistent. Though it seems an exaggeration of the facts but on the other hand it is affecting the grammar. The habits of converting the English into roman like for is replaced with 4, great is written as gr8, fine has become f9. This is causing serious spelling problems for the students and extinction of language. This effect is not only reduced to this phenomenon as every word or concept carries attached values and traditions. Like word *Abbu* in Pakistani society carries respect, *haya*, age difference and authority of father. This word has been replaced by papa, pops and dad; making it more casual and easy going. This is what exactly mobile phone is doing with our society and language. Children do not even bother the presence of father or elder and keep glued to the mobile phone screens. Busy in interaction with some other person away from parental control or checks.

With the popularity of SMS messaging, individuals are using it more and more, and in an effort to send more text messages, a new language is being created that is making experts worried that grammar will be overlooked. Individuals who are regular texters have created new acronyms for various words to get their point/idea across faster than if they were to type out the entire message. For example; LOL is the same as saying Laughing Out Loud, OMG is equivalent to Oh My God, and finally TTYL, which refers to Talk To You Later.

(Corbett 2009, p 8)

The tendency of being unheard and un-noticed gives individuals to give more thought-full of the responses. Text message services have proved to be the filler communication as compared to practical or functional communication. Filler communication is again for leisure boredom. As a study of Reid and Reid among the teenagers show that out of sent messages only 1/3 were meant for communication. Rest of the texts was on filler like on sports, jokes, fiction and sex. Text messages are way of communication in which individuals interact without being actually present. It has changed the way individuals react to each other in social settings. The mobile messaging or unheard communication has different forms mobile chat, multimedia message service (MMS) and SMS.

“Mobile messaging systems can be useful for informal messaging among friends, but also when there is a mismatch between the public setting and the audible features of the mobile phone. In contrast to many other mobile Internet services, mobile messaging is based on the only thing that really seems to interest people – to communicate with other people”.

(Hedbring 2007, p.7)

Other accessories have their own impacts and important out of them is the camera as it is being widely liked in our society. This built in function has taken its space in almost mobile sets of every range. The pictures taken by mobile phone camera are mostly casual nature. These are meant for personal archiving and record keeping.

The social function of the camera phone and the camera are different to their availability and usage. Photos from the camera phone are short lived as compared to the photos taken from the regular camera. The camera in the phone is always used to capture pictures of casual and light moments of life.

“Traditionally, the camera would get trotted out for special excursions and events – noteworthy moments bracketed off from the mundane. By contrast, camera phones capture the more fleeting and unexpected moments of surprise, beauty and adoration in the everyday. The everyday is now the site of potential news and visual archiving as a user might snap a scene from a familiar train station or a friend who just fell into a puddle. By embodying the characteristics of the mobile phone as a personal, portable, pedestrian device.”

(Ito, Okabe & Matsuda 2005, p 56)

The change that the mobile phone has made in the social fabric or social structure includes the alteration in the definition of social groups. It has made two new groups of innies and outies; where innies include the people for whom, mobile phone is used round the clock and without considering the presence of elders and other family members, which actually constitute the primary social group. The basic ethics of respect and reverence of the elders are set aside. While outies are the vice-versa people to whom much importance or attention is not given. These are new group formation that has arisen out of this world of communication.

Certain rituals and cordial procedures have developed due to mobile phone usage. If the social group is important than the location of mobile phone usage is equally important like aero-planes, hospitals, meetings etc. certain ethics have been developed for the usage of mobile phone.

Ending the scholarly argument of the implications of the cell phone on the society, the properties of the cell phone determined points of action. The properties attached with the cell phone give its users to use it differently. In other words the technology and its objects mould the society.

2.1 History of Cellular Telephone Service

Out of the general development of radio communication, cell phone emerged as it's added out dish. "Following on the work of Maxwell, Hertz, Hughes, and others, Marconi became central in the development of radio-based communications". (Farley 2003/Ling 2007)

In 1890, Marconi gradually became successful in sending the signals to several hundred and thousand kilometers and eventually across the oceans. In order to prove his efforts for business purpose, Marconi prepared two radio transmitters and installed them on two ships and the objective was to report the American cup. At later stage, he succeeded in sending radio message from Cornwall, England, to Newfoundland, Canada.

The early part of 20th is marked by the growth and development of this new form of communication. De Forest's development of vacuum tube in 1906, which later on became a path for the intensification of radio waves and signals further helped to develop this new mode of communication.

The first installments of radio communication were made on the marine transport as it was the only developed and reliable mode of access between continents. Maritime signals were the first ever areas of radio communication.

Later on this successful communication at navy ships led to the installation of radio based communication devices on passenger and loading ships. Immediately after the disaster of titanic in 1912, it was felt that all passenger ships should communicate to the control tower throughout their journey. In addition to marine communication the era also witnessed the boost in radio broadcast for commercial purpose. Radio signals also used to coordinate the activities of police and taxi service. After the second world the

invention of transistor enabled the scientist to use it for switched communication that ultimately proved to be another milestone in the development of information and mobile communication revolution. This switched communication made it possible for the landline for communication through a devoted circuit.

The early switches were manual where operators jack them to proper lines to connect the concerned people; the switches were gradually made automatic and now the system is fully electronic i.e. handling loads of conversation simultaneously.

Contrary, the radio communication used by police and taxi service and other service oriented institutions involve the use of central correspondent, who directed the communication to the concerned people.

The messages are transmitted and no devoted line was available for private communication. The amalgamation of radio based communication with traditional mobile telephony started in 1940's and according to the current ideals those devices looked like Rube Goldberg machines. To dial a mobile call, the person has to search for the un used channel first. After searching the required number, the individual was connected to an operator and used to dial the required number. Though the call is being dialed, but only one person could speak at one time.

“Gradually by 1960s an improved system was developed that allowed in a specific geographic area for only about a dozen simultaneous users. In 1976, the system in New York City, for example, had almost 550 users sharing 12 lines. There were 3700 customers on a waiting list”,¹³ The mobile terminals used batteries heavier than car batteries and it was not a portable idea at that time.

¹³ Encyclopedia Britannica 2002

“The 1980s saw increasing interest in the development of various mobile telephony standards. In the United States, these included the mutually incompatible Advanced Mobile Phone System (AMPS), Narrowband Advanced Mobile Phone System (NAMPS), Time-Division Multiple Access (TDMA), and the Code-Division Multiple Access (CDMA). These systems progressively allowed increasing capacity as mobile telephony became more popular. In Europe, the Nordic Mobile Telephone (NMT) was the first generally successful cellular system that automated the calling process and allowed for international roaming. The system was established in the early 1980s in Sweden, Denmark, Norway, and Finland”. (Ling 2004)

It was a standard system, the mobile phone could be used worldwide. Infact same sets were used in the whole region. But still it was a system that was being used on one pattern. It has no compatibility with system in the United Kingdom and other radio communication in the France or Italy.

This incompatibility between the systems in different regions compelled the vendors to work on a globally compatible system. Since this provided a worldwide same system of communication or in other words the GSM technology. This digital technology came at the back of the world system. It allowed for digital international roaming along with Wireless Application Protocol (WAP) and the Short Message System (SMS). It also introduced other avenue to the communication like call waiting, voice messaging. But these services were quite expensive in start.

“For example, TeleDanmark hoped for 15,000 new customers in 1993 but got more than 65,000. Sonofon planned its GSM system for 25,000 customers in 1995 but achieved 100,000”. (Haddon 1997)

The mobile telephony entered into the realm of private circles. The marketing strategy included the cheap handsets and subscriptions. The tariffs of the calls were adjusted accordingly. “Thus, according to the International Telecommunications Union (ITU), as of 2003 almost 69% of all mobile telephone subscribers in the world were using the GSM system.” (ITU 2003)

At the time as the prices were going down, cell phone manufacturers were lowering the prices and weight of handsets. The functionality of the handsets was increased gradually by adding internet, camera, games and other related things. The finality was added by the I-systems, giving an altogether new tinge to the mobile communication. By adding premium services or short versions of HTML, mobile sets surpasses the cliché of just communication devices and became a lot more; thus adding to cell phone to the life as necessity.

The mobile phone became a easy and convenient technology instead of an awkward device. Its functions have changed the notion of simple communication.

Chapter 3

AREA PROFILE

The village 83jb is eighteen (18) kilometers away from the city of Faisalabad. The locale demonstrates traditional set up of the typical village of Punjab province that is central to the anthropological mode of investigation. A unique feature of the said locale is that it has an urban proximity, which allows it with socio-economic interaction on daily basis instigating for a blend of village life and metropolitan society. The predominantly agrarian village locale is exposed to the technological gadgetry of the nearby textile rich Faisalabad.

3 District Profile

The village falls in the vicinity of Tehsil¹⁴ Faisalabad. Faisalabad, District of Punjab province of Pakistan is the third largest district and textile hub of the country. Previously known as Chenab colony and Sandal bar (tract from Sangla hill to Shorkot) respectively, it was then named as Lyallpur after the then British Architect and officer Sir Charles James Lyell, who designed famous clock tower and surrounding eight Bazaars; based on the idea of Union Jack, which still adds to its uniqueness.

The district has the area of 1,280 km² (494.2 sq mi) and population 2,880,675 individuals.¹⁵ West of Lahore, it is an important industrial hub. The district touches

¹⁴ Administrative unit

¹⁵ Population size and growth of major cities; Population Census Organization of Pakistan, 1998

Haifzabad on its north, on the east Nankana Sahib, on the south Sahiwal and Toba Tek Singh and on the west Jhang.¹⁶

The city provides a base for industry including Textile, Chemical and flour making it permanent abode for the laborers, industrialists and buyers. The agricultural landscape is irrigated by Lower Chenab River and produces cotton, wheat, vegetables, and fruits, which constitutes twenty five percent of Pakistan's exports.¹⁷ The district comprises of three Tehsil headquarter, Samundri, Sanglha and Faisalabad itself.

3.1 Geography

“Faisalabad stands in the rolling flat plains of northeast Punjab, between longitude 73°74 East; latitude 30°31.5 North, with an elevation of 184 meters (604 ft) above the sea level. The city covers an area of approximately 830 square kilometers (320 sq mi). There are no natural boundaries between *Faisalabad* and adjoining districts. The *Chenab* River flows about 30 km (19 miles) to the northwest while the River *Ravi* meander about 40 km (25 miles) southeast of the city. The lower *Chenab* canal is the main source of irrigation water, which meets the requirements of eighty percent of cultivated land. The soil of *Faisalabad* comprises alluvial deposits mixed with loess having calcareous characteristics, making it very fertile”.¹⁸

Due to high evaporation the climate of the city is arid in nature. In summers it touches extreme by maximum touching the 50 at mercury.

¹⁶ 'Geography', City District Government, Faisalabad

¹⁷ www.wikipedia.org/faisalabad

¹⁸ www.faisalabad.com/index.php?option=com_content&view=article&id=2&Itemid=4

3.2 Economy

“Industrial and agricultural exports form an important part of Faisalabad's economy. A PricewaterhouseCoopers study released in 2009, surveying the 2008 GDP of the top cities in the world, calculated Faisalabad's GDP (PPP) at \$45 billion. The city was third behind Karachi (\$78 billion) and Lahore (\$40 billion). Faisalabad's GDP is projected to rise to \$67 billion in 2025 at a growth rate of 5.7%, higher than the growth rates of 5.5% and 5.6% predicted for Karachi and Lahore”.¹⁹

The city has strong industries other than textile as of furniture, pharmacists, jewelry and transport. Its newly built motorway for Lahore and Islamabad also give it a new avenue of communication and interaction. Being textile hub, its industry comprises of major share in textile exports. The city shares a lot of exports of the country in terms of textile.

3.3 Demographics

The census survey of 1998 recorded the population of the city as 2,009,000, growing at a rate of 21.3% per annum. According to the World Gazetteer, the estimate of the city is expected to have reached 2,793,721 in 2009.

3.4 Languages

Punjabi is the main language spoken in the Faisalabad. *Saraiki* and Urdu are also spoken.

¹⁹ <http://www.Wikipedia.com/Faisalabad>

3.6 The Settings

Village 83 JB, Tehsil and District *Faisalabad* coordinates at 31 17 51 50 N 72 50 09 97 E at the equator. The village is 580 feet above the sea level.²⁰ It is 18 km away from the city of Faisalabad.



Fig 1: Aerial view of Village 83: Google images by Google Earth

3.6.1 Demographic Composition

The sample population comprises of 674 individuals including folk of all ages divided into 95 households. Out of the total population 295 and 379 are males and females respectively. The average age of the population is 65 years.

²⁰ Google.earth

Table 2: Allocation of land of the village

Total land	1239 Acre
Orchard	2 Acre, 14 Marla
Barren Farms	2 Acre, 4 Kanal, 5 Marla
Barren Qadeem	26 Acre, 7 Kanal
Gher Majroha	116 Acre, 5 Kanal, 19 Marla
Signi (residential)	16 Kanal, 11 Marla, 5 Sarfa
Shops	3 Kanal, 16 Marla, 8 Sarfa
Patwar Khana	6 Marla, 4 Sarfa
Mosque	1 Kanal
Girl school	1 Kanal
Khaal	2 Kanal, 10 Marla, 3 Sarfa
Safaid plot	20 Kanal, 19 Marla, 3 Sarfa
Streets	68 Kanal, 8 Marla, 8 Sarfa
Total Signi	246 Kanal, 12 Marla, 7 Sarfa

Source: Union Council Office 83 JB

The table shows the landholdings of the village or how much land has been allocated for the specific purpose. It clearly gives the land allocation for the residential and other related purposes. One important thing that this table shows that space for girls' school has allocated. It shows the commitment of the planners towards education and especially female education.

3.6.2 Physical Layout

The village is divided into six main streets and three sub streets interesting each other at three points. Main streets are carpeted and the sub streets are brick lined. The ninety five percent of the houses are cemented and rest is semi cemented. The main residential area of the village is square shaped; extension of residential area is under way in adjoining premises near main pond of water called *Rarri*. The village has one pond of stagnant water where cattle are brought during the canal blockade and canal clearing or *Bhal Safai*. There are two high schools each for boys and girls, situated at the main entrance of the village. The village has three mosques situated at three corners. Village has seven grocery shops including vegetable shop and sweets shop. Moreover there are two tombs of saints, which lie in the outskirts of the village.

3.6.3 Educational Infrastructure

The village has two government schools; for boys and girls each. Apart from government school there are two English medium private schools as well. College level education is not available in the village so the students for the continuation of their studies are dependent on Faisalabad. The trend in the village is that males join colleges in the city while female stay at home. Most of the male students prefer to earn after matriculation.

Though the village is not far from the main city of *Faisalabad* with a lot of educational facilities but people are reluctant in sending their daughters to institutions there due to lack of resources. Boys are often called to join some work at factory or any

other place so that they also contribute in household economy. Literacy rate of the locale is very low people prefer to earn to study.



Fig 2: Percentage of literate people in village

Source: Field date

3.6.4 Economic Infrastructure

Agriculture is the major source of income in the village. Traditional crops like wheat, cotton and sugarcane are cultivated in the locale. Due to Islamic system of inheritance; land is being divided leaving small holdings, folk are drifting away to other sources of income as government/private jobs, business. A shift from traditional agriculture to tunnel farming is evident in the village due to considerable profit.

3.6.5 Religious Background

Population follows Islam in the village with five Christian household living in the out- skirts of the village. People belong to Sunni sect of Islam. The village has three mosques and all of them belong to Sunni Muslims. Religious homogeneity is present in the village.

3.6.6 Ethnic Division

The village has ethnically rich population belonging to different races of Punjab. The majority of the population in the village belongs to *Rajput* caste. All of them have migrated from India in 1947 partition of the subcontinent. Rest of the population comprises of *Jatts*, *Araen* and other occupational castes like *Mochi*, *Jolahay*, *Kumhaar*, *Nae*, *Cheer*, *Musali* and *Lohaar*. This division becomes basis for *Bradari* based politics during election and other disputes. *Bradari* often hold one head that represents them at forums like Police Station and *Panchaet*.

3.6.7 Family Structure

People living in the village have nuclear, joint and extended family systems. There are only few families, living as a nuclear family, whereas most of the families are either joint or extended. There are few examples of families living in same boundary and *Bethak* but their kitchens are separate that also brings them into the ambit of nuclear family. Grandfather is considered as symbol of unity and authority, but in practice authority or decision making lies with the elder son and bread earner.

Traditional mannerism requires elders to be treated with respect and young are supposed to tone down their activities in their presence. Living in joint settings is preferred in the village as *Barkat* (God's blessing) is considered to be attached with it. Joint living connotes whole family and their land holdings as one unit symbolizing strength and unity for outer world.

Table 3: Household Type

Sample population	674
Total households	95
Nuclear	20
Joint	30
Extended	45
Average population per unit	7

Source: Field Data

3.6.8 House Structure

Houses are made of bricks either baked or unbaked with sufficient heights so that they are not exposed to outside population. Majority of houses consist of two to three rooms with one veranda in front of rooms. Bathroom is built opposite to rooms at extreme end. Kitchen is away as well because woods or cow dung cake is used for fire that creates smoke.

Each house has a separate portion for male guests called *Bethak*, besides this majority of houses have separate portion for cattle as well.

3.6.9 *Bethak* (Meeting Place)

Bethak is room meant for male guests visiting household. This place adjoins the main entrance of the household, away from main building. Often main door of the household is separate from the *Bethak*.

Every household has a *Bethak*, but some are common where people often go to chat in the evening. These belong to the people who are financially stable to afford the expenses of tea and food of guests. Each of the *Bethak* is associated with caste; like *Rajputs* have one *Baradari* head and his *Bethak* is used for common sittings and *panchaets*. Consequently *Bethak* works as a bond among the male members of the village.

Every house is separated from the street through *Chountra*, an elevated platform. This platform is often used to sit in the evening, especially after sun set. This has a great significance in the social life of villagers, a place for gathering and discussion their individual and collective problems. *Bethak* and *Chountra* are symbols of their unity and hospitality.

3.6.10 Festivals and Rituals

The two main festivals are *Eids* in the life of villagers. *Eid ul fitar* is celebrated marking the end of holy month of *Ramzan* and *Eid ul azha* after pilgrimage. On both the occasions the whole village is lit with candles and sweets are exchanged. Children play with fire cracks. Everyone wears neat and clean dress as most of the people do not afford new clothes on every occasion.

3.6.11 Holy Books

The Holy Quran is the only holy book of the Muslims villagers as well. It is recited during five time prayers in a day and on the Friday congregation prayers. The holy book is recited before initiating anything like construction of building etc. *Nikkah* is

also marked by recitation of verses from the holy book. Daughters are departed from the house of their parents under the shadow of the Holy book.

3.6.12 Mosque

A selected portion of the village is for *masjid* or *maseet* in local language. Mosque is the most sacred place of the area. None is allowed to enter in the premises with shoes. Three mosques on three opposite corners of the village facilitate people for congregational and daily prayers.

3.6.13 Dress Pattern

Shalwar Kameez is the common dress among the village folk. Only older generation wear *kameez* and *Dhoti* with *pagri*. Along with *shalwar kameez*, women cover their head with *doppata*. Females cover their faces with veil. They are not allowed to go outside the household without putting veil. Rule of veil is strict for young girls and newly married women but older females roam around while covering their heads with *doppatta*.

3.6.14 Food Pattern

Food is simple and consists of *rooti*, vegetables and tea. Vegetables and rice are more common. Flesh is taken less and often used while guests call on. Majority of the families eat twice a day i.e. early in the morning and with the sunset. Fruits are expensive and people consume very less amount

3.6.15 Occupations

Agriculture is the main mode of income, villagers are majority farmers. Youth is attracted towards fixed salary structure; therefore work in factories, shops, workshops and some are government servants. Females belonging to occupational castes pick the cotton flowers and this process is called *Chunnai*. Goldsmith, carpenter, mason, weaver, washer-man and cobbler also reside the village.

3.6.16 Health Facilities

The locale has three clinics run by paramedics and homeopaths. One basic health unit is three kilometers away from the village. People prefer going to local clinics due to ease of access and cheap treatment.

3.6.17 Transportation

Painsra is the nearest small town that connects the locale to other cities as public transport passes by the town. Village transport is *painsra* bound. *Rikshaw* and van take people from the village to the town. Only few people have their own motor bikes and rest of the people use public transport.

3.6.18 Market

There is a main market attached with the town of *Painsra*. This market is being used by people of nearby villages as well. Market has items of daily use. In the local language this market is called *Adda*, it contains commodities like fruit, vegetable, medicines, bakery, general stores, hotels, tea stalls, clinics, barbers, video and audio

cassette and CDs shops, shoes makers, tailors, wheel shops, motorcycle and cycle mechanic, electric equipment and electronic items and electrician and snookers spots.

3.6.19 Other Facilities

Other facilities including electricity, telephone, gas, mobile phones, computer, are also available.

3.7 Dichotomy of Mobile Usage

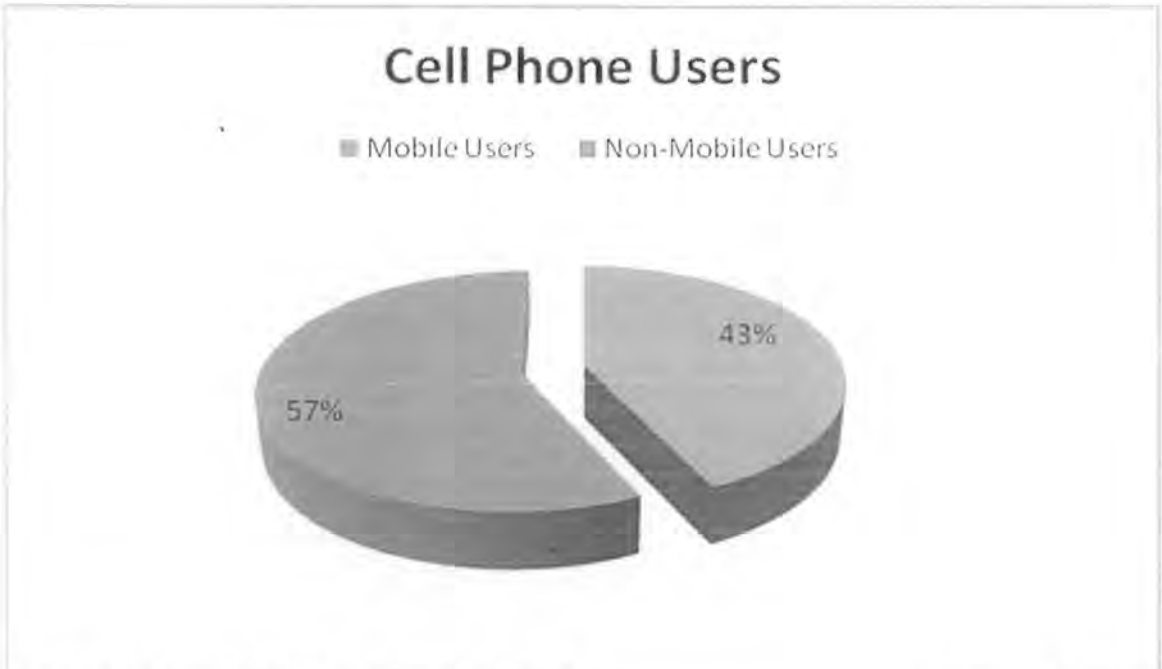


Fig 3: Dichotomy of mobile users in the village

Source: Field Data

The above figure shows the anatomy of mobile phone users in the community. Total sample population in the village comprises 674 individuals. Out of these 292 were cell phone users that comprise 43% of the total population. These users come from different strata of life starting with the age range of 10 years at minimum.

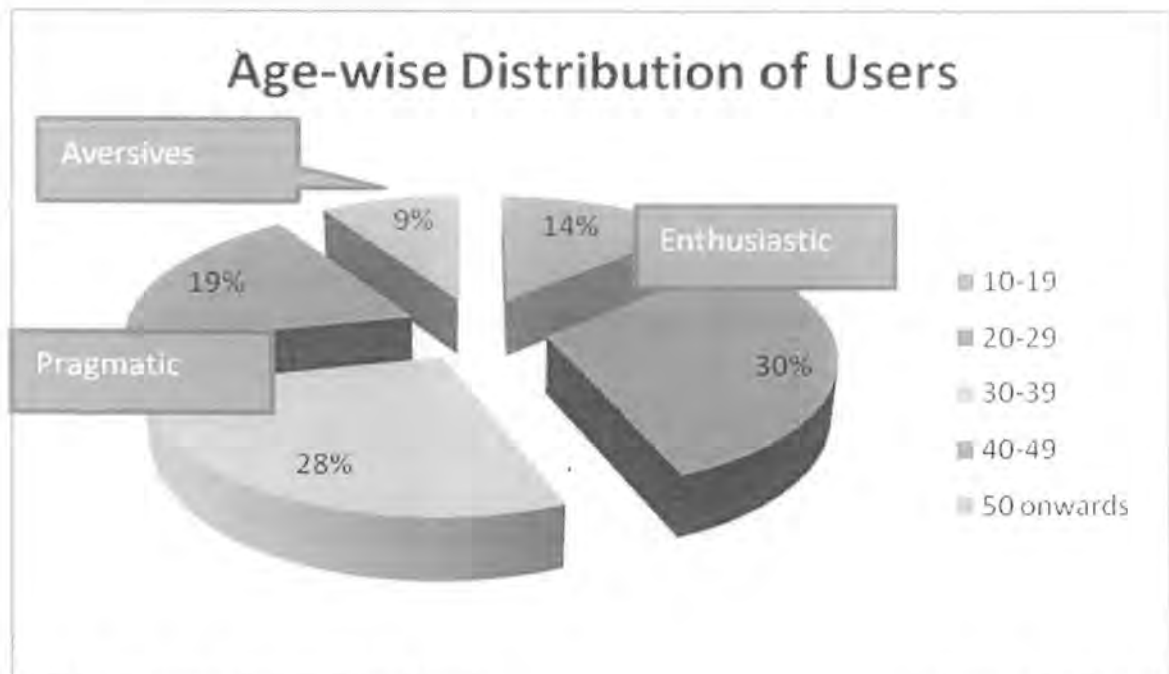


Fig 4: Age wise distribution of users

Source: Field data

The above figure shows the breakup of cell phone users according to their age. 40 users fall in the age range of 10-19, which constitutes 14% of the total users i.e. 292. While 88 users in the age range of 20-29 makes 30% of the total usage. Collectively 10-29 makes 44% of the total usage, people falling in the range can be termed as enthusiastic users. These include users having loving attitude towards technology. They try exploring technology for its enhanced usage and utility. Users falling in the range from 29-49 collectively make 48% of the total users. They are termed as pragmatic users as their usage depends upon the concept of utility either for business or communication. Rest of the users falling in the ambit of 50 and onwards can be called as aversive. They are technology shy people who keep cell phone just to be contacted. Majority of the users even don't have the knowhow of dialing any number. These users cannot scan through their phone book of their cell phone.

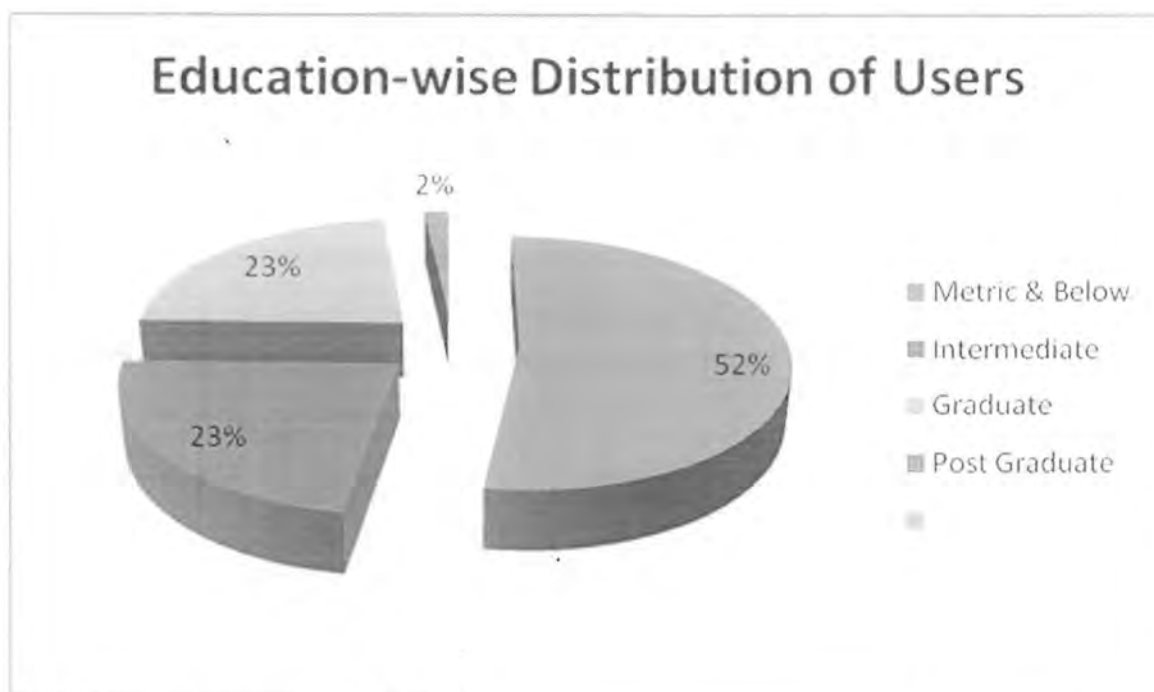


Fig 5: Educational status of mobile users

Source: Field Data

The above diagram illustrates the educational status of mobile users. 52% of the village folk are either matriculation or below. Only 2% of the total users have education till postgraduate level, rest is either intermediate or bachelors.

CHAPTER 4

USAGE PATTERNS AND SOCIAL CONSEQUENCES

The information and communication technology in general and mobile phone telephony in particular has deeper impacts on the society. It has altered the social fabric by changing the traditional patterns and social actions of the individual. It has changed the communication and networking patterns. The society has adopted the technology to an extent that now people take technology as for granted part of the society. In our society particularly people consider mobile phone as integral and healthy part of their life and personality. Majority of individuals walking on the roads or moving through any other mean carry cell phone along; the concept of mobility without mobile has become alien to the society. This relatively new phenomenon has generated new usage patterns, ethics and above all social, economic and physical implications.

The mobile telephone technology penetrated in to the society as voice communication technology but its attached value added services like SMS, GPRS changed its concept, usage, area and patterns of influence. The broad spectrum of its usage patterns has enabled it to change everyday patterns of life. The study divided the mobile users according to the iSociety categorization. The study divided the mobile users as enthusiasts, quite pragmatists and aversive. Enthusiasts include youth that is characterized by fun loving attitude, curious and lively attitude to technology. They are not being afraid of the change that technology is going to bring in them or their society

and take it as a positive notion. Quiet Pragmatists include those people from the business oriented back ground. Their usage of information and communication technology is measured and practical. They use this technology according to their needs. Their usage is based on rationality and logic. Aversive are people of old age who have ceratin shyness towards technology. They feel uneasy while using the technology.

This categorization helps to understand the benefits and meaning of mobile usage for different generations. The table illustrates the mobile usage patterns and the age ranges of the people. Total numbers of mobile users in the locale are two hundred and ninety two comprises forty three percent of the total population. Out of these 112 individuals are the dual SIM users with china mobiles. People also user camera phones and their other accessories like GPRS etc. The type of accessories and the balance used depicts the usage patterns.

Table 4: Mobile Usage Patterns (number of users)

Age	SMS	Internet	Camera	Games
10-29	128	100	120	80
29-49	30	12	61	5
50 onwards	0	0	0	0

Source: Field Data

According to the above mentioned categorization of mobile phone users by the Society and the statistics in the table shows the patterns of the mobile phone use with respect to the age of the respondents.

4.1 Enthusiasts

The youth till the age of 29 can be categorized as enthusiasts users as the use of SMS, Internet; camera for fun and to catch any incident or memory and usage of games and other accessories miss call notifications, back ground music, SMS packages, blue-tooth usage were observed during the field work. The people of this age have always been found curious to discover the fruits of mobile telephone. If they have nothing to do with the communication side they start using other added accessories. This has developed the habit of being lonely and especially youth prefer to use the cell phone instead of interacting with the person present. This has greatly affected the ability and willingness of the people to make new contacts and face to face interaction. The children in the home are busy playing games instead of interacting with their siblings and parents. The enthusiastic usage of mobile phone has affected the social bonding and interaction ability.

Most of the youth in the village are often free after doing household work after 10 in the morning. Schooling and studies are not on their priority list. In the leisure time youth is often free to do activities like interacting with the age fellows or playing some game like *Luddo* or *Chaina*. With the advent of mobile phone this leisure time spending has taken a new pattern as youth prefer to peep through the mobile window discovering the functions of its different accessories instead to talking to each other. In the leisure

time cell phone dependency is increasing among the young people. As the individual feels bore or activity less, he /she immediately takes out cell phone. Consequently young people remain engaged in SMS, calls or internet or games. Secondly the attention of the individual is immediately drawn to the cell phone in leisure time. Social networking aspect of the cell phone is new to the social scene of our society and the people of older generation are not comfortable with this as youth becoming fully independent. Mostly sentences showing hatred of the parents as parental control and mentoring were hall mark of the village and cell phone has enabled youth to act independently of parental controls and checks.

The mobile phone and its gadgets have been linked with the sensation seeking behavior among the youth. The freedom of action enables the young people to take risks with the roles and relationships. Young people do not consider the appropriate and inappropriate times while connecting to the remote partner. As young people often use mobile while driving or working and this can be well augmented by an example of a boy during the course of fieldwork.

4.1.1 Case study 1

A guy of 19 years was crushing animal fodder on the electrical chopper. While he was busy feeding the machine with green leaves for chopping; his mobile phone buzzed, without considering the vulnerability of his position the boy took out his mobile phone to see the text. In the meanwhile his hand reached the crushing part with the fodder. His fingers were chopped off. This example illustrates the usage of cell phone at inappropriate time and position. The single buzz of the cell phone resulted in finger chopping etc. The phenomenon of cell phone has greatly over powered the minds of

young people. They do not want to miss a single chunk of interaction without considering the vulnerability of the situation. On the parallel, they miss chances of face to face interaction.

4.1.2 Case Study 2

A guy *Rizwan* 28 was going from village to *Painsra* for getting grocery items for household. On his way mobile phone buzzed. Instead of stopping the vehicle, he took out his cell phone to attend the call. His motorcycle got imbalanced and fell away and his limb got broken. Thus mobile cost him his limb. This case study also gives an example of the inappropriate usage of cell phone while keeping negating the gravity of the situation.

4.1.3 Case study 3

The inappropriate and excessive usage of mobile phone can be argument by two incidents that affected the lives of villagers. A young boy of *Malik Rafiq* was travelling to *Faisalabad* by bus. Due to extreme congestion inside the bus he went on the roof top. While sitting he was busy with his cell phone. All of a sudden a hanging part of the tree trunk struck the bus roof. Most of the people sitting at the roof caught the air from distance and managed to escape the wrath of the tree. The boy was busy with his cell phone; the tree trunk took him away. Direct head injury caused death of the boy at the spot. Thus unawareness as he was busy with his cell cost him life. Youth are busy using cell phone all the time without bothering appropriacy of the situation. They don't bother the time and place but remain busy in the cell phones. In village settings at vulnerable

points like climbing a lorry taking to the nearby *ADDA*, youngsters keep an eye on their cell phones while holding support rod with one hand.

Youth urge of taking risks in relationships and the freedom of connectivity with cell phone have increased the rate of elopements in the society. In traditional set up of the village girls are connoted with honor and esteem. Girls are kept in *Purdah* and married according to the wishes of the family. Boys and girls have used this freedom of independence of connectivity and have created relations out of the knowledge of family. Such kind of independence of connectivity and dependency on cell phone has serious repercussions in the traditional set up. If opened, such relationships bring bad name to the family of the girl but give birth to disputes among families or sometimes even *bradaries*.

4.1.4 Case study 4

A boy from *Rajput* family established relations with the female of *Jatt* family in the third street from his house. Once they planned on the mobile telephone to meet at girl's place. On the agreed time in the night, one of the male family members from the girl's house got the air and entered into the room where boy was meeting with the girl. On knowing the gravity of situation, the boy shot bullet which struck the man on neck. The man was hospitalized and the family of the boy left the village; out of the fear of retaliation defame and police raid. The boy was caught and is still in the jail. The families are still at logger heads and *Jatts* are facing difficulties in marrying their girls as people label whole family as notorious, flirt.

4.1.5 Case study 5

In another incident during the course of field work, a girl eloped with a boy, who was from outside village. A wrong call turned into elopement and marriage. The girl added sleeping pills in the milk and served to the family after supper. At mid night the girl left the house with gold and other valuables. The boy took it to prostitutes and sold her for 5000 only. She ran from that place and married a man. The people in the village consider it an extreme dishonor if names of their females go to police station. The whole village considers it as incident of shame and disrespect. They collectively tried to bring her back but could not succeed. Consequently afterwards mobile phones of girls have been banned.

4.1.6 Case study 6

Mostly youth are busy in sex talk through cell phone. Rajab had an affair with a girl from same street. Mobile phone made ease in communication as they managed an affair through it. Rajab used to have sex talk with each other. In the beginning they used to talk secretly, but after some time Rajab exposed the affair in his friends. Though his friends were also from the same street, the family of the girl caught air of the affair. They retaliated as some of the boy managed to give girl's brother a recorded sex talk. Thus family of the girl called boy and his family in *Panchaet*. The issue got serious and *Panchaet* decided to expel the boy from the village. This case study clearly shows the effects of mobile phone and its added accessories.

4.1.7 Case study 7

This case study also clearly indicates affects of camera and internet service. The names are not shown in the case study as the informant gave this information on the condition that names would be kept secret. A boy of teen age had an affair with a girl in the village. Gradually they managed to have camera phones. In the beginning both exchanged pictures through MMS (multimedia message service). After some time the boy sent her a semi naked picture and demanded the same from the girl. She hesitated but sent her own picture. The boy used to save pictures in the memory of cell phone. Suddenly he lost his cell phone and it was picked up by someone in the village. The guy explored the cell phone and got interesting stuff to propagate. He spread the pictures in the town through blue-tooth, exposing both the boy and girl. This infuriated the families of both boy and girl. They physically tortured them. Girl once attempted to take poisonous pills but survived. After some time the villagers decided to marry them. Thus finally they ended up in marriage.

The youth with low self-esteem or lack of confidence also prefer using cell phone to make social networks as the pressures of face to face communication can be averted. Secondly the fear of being refused is kept secret. During field work some of the boys and girls who wanted to interact and share their feelings with the researcher contacted through cell phone text as to keep them anonymous. Three of them agreed to show their identity after assurance of keeping secret. Once the researcher asked about this behavior all of them replied that they do not have confidence in making relations openly.

Apart from the above factors youth stated that now it is impossible to imagine life without cell phone in day to day activities. Their sense of self is being tied to the notion of technology as evident in the following quotations.

Houn tay mobile toun behagir ik mint nae langdi

Now it is impossible to live without cell phone. (Ashraf, 14)

Mera mobile har waqat sath hota hai...agar kabhi na hou tou lagta hai khuh missing hai

I always keep my mobile along...if it is not with me it looks something is missing. (Muneeb, 19,)

4.2 Pragmatist

The quite pragmatists' people fall in the age of 30 to 60. These people use mobile according to the needs like when they feel like talking for some purpose. In village due to affordability people are commonly pragmatists. Mobile phone is an essential part of their life but their life is not impossible without cell phone. In other words these people are not addicted to the cell phone. Such people use cell phone for making call that is extremely necessary for information or related stuff. One reason behind this low usage is that they are not well versed in technology and their process of learning is slow. Only 20 people above the age of 30 can read text messages and only 3 of them can forward them. Nobody can compose text messages at their cell phone and all of them used low price sets without accessories like camera, internet etc.

4.2.1 Case study

Mr. *Javeed* a shopkeeper in the village has business of general store, fertilizer and animal fodder (*Khal*). He bought a low price cell phone from the market. He never used SMS or any other service of the cell phone accepts for voice calls. He uses voice calls only for business purpose. In extreme needs like communicating with his children about their arrival at home, he makes voice calls. He has no friends to talk with and no relations to maintain with through phone.

4.3 Aversive

The adversaries are the aged people who think technology as something against the nature. That is keeping human being and their values and roles away from them. These are termed as technology shy people. Secondly such people could not understand the functions of the cell phone.

During the course of field work, while the researcher was interacting with a person aged 65. He quoted Allama Iqbal to support his discussion.

*Hai dil kay liay mout machine ki hakomat ehsaas –e-murawat ko kuchal daitay
hai alat*

This description shows that the meaning of mobile phone is different for different generations. Young people are more prone to the fruits of this technology and their social life depends heavily on the cell phone. The mobile phone is an essential part of their life

and imagination of life without it is impossible for them. This categorization and differentiation further leads us to social and economic impacts of the cell phone.

4.4 Impact on Traditional Roles

The data revealed through observations and other sources in the locale, the mobile telephone has different usage and meaning for different generations with consensus on some of the patterns. As for example mobile phone is used for coordination of social actions with a facility of altering it anywhere any time. The ease of usage and cheapness of the connectivity rates have made it a popular device. Previously this coordination was done thorough the land line or by sending some person like *Nae* or *Marasi*. The coordination once done had very little or no chance of alteration or cancelation in case of emergency. This has put a limitation on the traditional roles of occupational castes like *Nae* or *Marasi* or *Doom*. In village life *Nae* were supposed to act as messenger for the invitation of marriage or news of death. It was obligatory for the family where the message has been sent to give some cash or material item to the *Nae*; depending on the level of relation with the family or person who has sent the messenger. This was done for the honor of the family among the social circles as *Nae* are considered as carriers of the name of the family through the social circles. It was considered that these people may bring bad name to the family reputé as they are in habit of discussing the families in public. In traditional set up of the village these occupational castes hold a lot of importance; landlords give them yearly grain in lieu of their services. Information and communication technologies in general and mobile telephony in particular have replaced

their functions and roles. This way people have dependent on the technology and it has replaced the relations and human bonds.

4.4.1 Case study

Now the barbers have moving out of villages towards cities as their roles in the village life is diminishing day by day. Cell phone is one of the factors that have reduced the traditional roles of barbers and *mirasies*. *Akram* barber has moved out of village with his family to *Faisalabad* city. The researcher approached to him to investigate the reason behind leaving the village. He told that now people prefer using cell phone for disseminating information like death and marriage news. We used to earn a lot through this but now we are forced to move out of the village. Now we have made hair saloons here to make our ends meet.

4.5 Impacts on Communication Patterns

Cell phone is used for communication and coordination in general by all the generations. Time management and coordination aspect of the mobile phone technology has replaced the clocks and other related gadgets like stop watches etc. villagers often coordinate in everyday life through phone and even the smallest of the things have been conveyed through the mobile. During the course of field work following aspects of coordination have been observed in the day to day life:

- *Riasat 55: Apni Neki da viya iss mehnay die 25 nou. ase in card nae chapaey, tusi saray tabar nou bulaya viya tay.*

(My younger daughter will be married on 25th of this month. We have not printed the cards. All your family is invited)

- *Rizwan 26: Khalo dadaabu fout ho gacy, Aaj sahm nou janaza panj vaajy.*

(Uncle Grandfather has died away, funeral is at 5 in the evening)

- *Tusi saray pohonco, mein twaday pechay pohanch jawan ga*

(All of you just go, I ll join you afterwards)

- *Aaj tou kinay vajay ghar tou niklain ge. Seedhi makae dy kahit val nou jaen*

(At what time you ll come out today. Straight away go towards maize crop)

These are few examples of social coordination which has been taken place; while the canvass of the coordination is quite broad. It happens among parties which are not equal in power. Some may be in a position to demand from other. Another aspect of mid course time coordination is added feature of the cell phone. if someone is not available voice mail or short message service can help to through the message to the person. Or alteration in some plan is possible as almost all of the persons are available at cell phone. This ease in connectivity has made the social interaction convenient. While shopping or doing some other activity, people receive call from work place or some elder about the assigned work or to assign some other activity. Villagers often receive calls about cattle fodder, agricultural activities etc.

This is the one aspect of the usage pattern of the mobile phone among the villagers. Thus to be in more scientific terms it can be said that mobile telephone's clock and call functions collectively serve the purpose of mechanical time keeping and social coordination while negating the concept of connectivity at fixed place.

4.5.1 Impact on Interpersonal Relations

Another impact of the cell phone is difference in interpersonal relations as the initiation of telephone call puts all the persons present in the gathering at limbo. In the village this thing was evident in almost all the group interaction. Whether a group of young boys standing at the corner of a street or elders sitting at a *Bethak*; women interacting while washing clothes at canal or family members together at tea time in the evening, starting a phone call puts the ongoing conversation stand still and feeling of being left out to all other group members. This behavior was evident from the mobile usage of adults ranging till the age of 25. The young people immediately turn their all attention to the cell phone as the bell rings this blocks the ongoing interaction process.

This thing is quite evident from the observations made during the tea time of eight families. Time calculations have been made through stop watch. Out of average one hour tea time 22 minutes were given to cell phone in one way or the other. This not only distracts the communication process but annoys the family members and often it becomes a matter of tension at family gathering. Often hot words are exchanged between parents and children, during observations mothers were listened saying

Keri Maan da phone ey

(Which mother is calling)

Word mother is used as metaphor for referring to affair

4.5.2 Impact on Face To Face Interaction

People have the liberty and independence to understand both verbal and non-verbal communication which includes gestures, signals, body language. While on the mobile phone call a third person enters the social group and overpowers the whole situation. This is a new dynamic that has been added to social group through mobile phone.

In interpersonal communication, mobile phone has given this choice to include or exclude the physically present partner with the remote partner at the end of cell phone and the issues ends up in more complexity when the secondary partners are present at both ends of the cell phone. These people may be accredited or simply ignored depending upon the importance and relevance of the person.

Thus the ring of a cell phone becomes a catalyst to bring change in the present social situation. This may be called as the initiation of the social partitions. This changes the direction of action and it also brings the test of a person's ability to quickly change a social situation.

4.6.1 Observation:

During a Panchaet at the village, when a decision was about to come after hearing the arguments of both the parties, mobile phone of one of the person deciding rang. He immediately picked up the call putting all the process at limbo. A remote partner changed the whole social situation and almost 100 persons present became attentive to the call with the feeling of being left out. The person was busy in routine chit chats and after that uttered words like your word is our command.

The initiation of this social partition takes two forms either we make call or called. In previous situation we have the liberty to prior control the situation or the strategy to be taken during the course of interaction. Thus, in some ways, the call is a type of collective interaction of the co-present accredited circle that culminates in the actual call.

As the ring of the mobile phone, the social partition initiates and the people are disengaged from the current social situation. This disengagement is initiated through different rituals. A person about to receive a call makes certain gestures as he/she prepares for call to the other person that he/she is going to divert. People often make certain statements like excuse me, pardon me or one minute. In village people often make gestures like let me attend a call. People are in habit of speaking very loud at telephone. Village people often stand at their place and briskly move to open place to receive a call. In village people do perform these disengagement gestures. But the people present around become part of the conversation due to loud talking tones. Villagers often repeat conversations made at the phone with the secondary partners present.

4.6.2 Observation

A couple in their 30s while sitting together in a house discussed the issues of the family. While his wife was speaking the phone bell rang, the boy took out the mobile phone uttering words like it must be, in the mean time the mobile was out of his pocket. He greeted the remote partner. Her wife gazed at him and he through the gesture of hid eyes requested her and conveyed that the other person cannot be ignored. The girl stated

doing the household work as she knew. The woman accepted the ringing and the other half sentence without taking away her glance.

It is observed that both the genders concluded that phase through gestures. The man made women understand by closing his body language and stare. Similarly, the woman started doing her household activities. The use of hand, gaze and closing the body language is the connotation of being busy in cell phone communication.

Thus through this observation it becomes evident that gaze management is another strategy to make our social interaction aloof. Thus people using mobile phones in public avoid looking into the eyes of other people. People, in order to avoid unwanted interaction use mobile phone as a tool. They pretend as talking and try to avoid the person without noticing him or her. This has become a popular strategy for social aloofness. Cell phone is also used as a tool to end unwanted social interaction. People often text their acquaintances to make a fake call. People just get up and take bid farewell during the call through gestures. Thus cell phone becomes a tool for minimizing social interaction. Facial gestures are also used to end ongoing social interaction.

Its impacts on face on face to communication and primary group socialization were recorded in eight observational studies of different families at tea time. Observations were made through stop watch for one hour when families are together for tea in the evening. Out of one hour time was recorded utilized with cell phone. Average size of the families was 6 and four mobile phones were present in each family. Out of one hour each family spent 14 minutes in mobile communication. During the course of communication at the mobile the process of communication remain suspended in the family. The partner at the remote end becomes part of the social group though physically

absent. The villagers are in habit of repeating and discussing the communication after the call is dropped. Thus mobile communication in total takes 19 minutes on an average. The time which youth takes in text and other accessories is apart from this observation time.

The mobile communication takes substantial interaction time. The face to face interaction time is diminished. Remote partner becomes active part of the social group thus adding a new dimension to social group dynamics. Interpersonal communication among the family is disturbed.

The mobile phone has psychological impacts as new social norms are being created and established. The notion of being connected everywhere every time has generated a tense frame of mind. People are always on edge as call may come any time and are trained to expect the unexpected. People instantly disengage from public life and enter a different scenario instantly. To enter into another scenario certain rituals have been established both verbal and non verbal.

While receiving a call people enters into a psychological confusion of deciding to be present in which space, the space being person is present or the space in which the remote partner is present. This often creates anxiety among the people present in the physical environment.

CHAPTER 5

ECONOMIC IMPACTS

In today's world the mode of communication is predominantly carried out by mobile phones. This mode of communication facilitates almost every class in the society, it provide pivotal support to the business community and working class. A person trading in stock exchange cannot imagine world without cell phone connection, a procurement executive cannot buy a single commodity without cell phone communication, a logistic and liaison officer is bound to keep multiple connections for effective management. Our generation has witnessed construction of huge multistory buildings dedicated just to cell phones, where selling, buying, repairing, and exchange of cell phones and its connection takes place. The most expensive advertisement campaigns are now of cellular phone companies which involves millions of rupees.

Whether it is beauticians or sex workers, farmers or shop keepers, house wives or working women, business man or any other person in Pakistan and village of the locale, everybody coordinates at the mobile phone. This coordination and communication cost something in lieu of the services. Mobile phones have helped in setting business and reducing a lot of physical efforts of business to the single phone call. In the village shop keepers book their orders using cell phone, not only this but they also take orders from customers facilitating them while enhancing their business. Farmers ask for the availability of fertilizers and seeds through via cell phone. Even some people in the village have invested in the grain market and they talk though cell phone doing all the

dealings of sale, purchase and delivery. Cell phone has helped a lot to reduce the poverty from the village life as opening new avenues of business and activity for the villagers on cheap rates.

Table 5: *Income and Mobile Expense*

Average monthly income of the household	20000
Average mobile connections in household	4
Average monthly balance consumption	2000

Source: Field Data

From the above figures elucidated by the filed data it can be argued that cell phone is consuming a lot of finances of the household. In village living is joint or extended and finances depend upon agriculture, spending on cell phone becomes difficult, particularly when the cell phone usage is for non business purposes. Folk still spend a lot on the cell phone and this money cannot be held accountable. 70 % people are not sure about their spending whether it is spent for a profitable cause or some personal cause that doesn't serve the business purpose or generate economic activity. They just give a rough idea about their spending on the cell phone. Youth specially do not have some earning hand and have cell phones as well and their expenses are recorded much more than the elders according to their usage. The cost benefit analysis in this case is complex in this case where the youth is involved in highly personal usage of cell phones which has no relation with economy in any sense except the fact that a lot of money is lost.

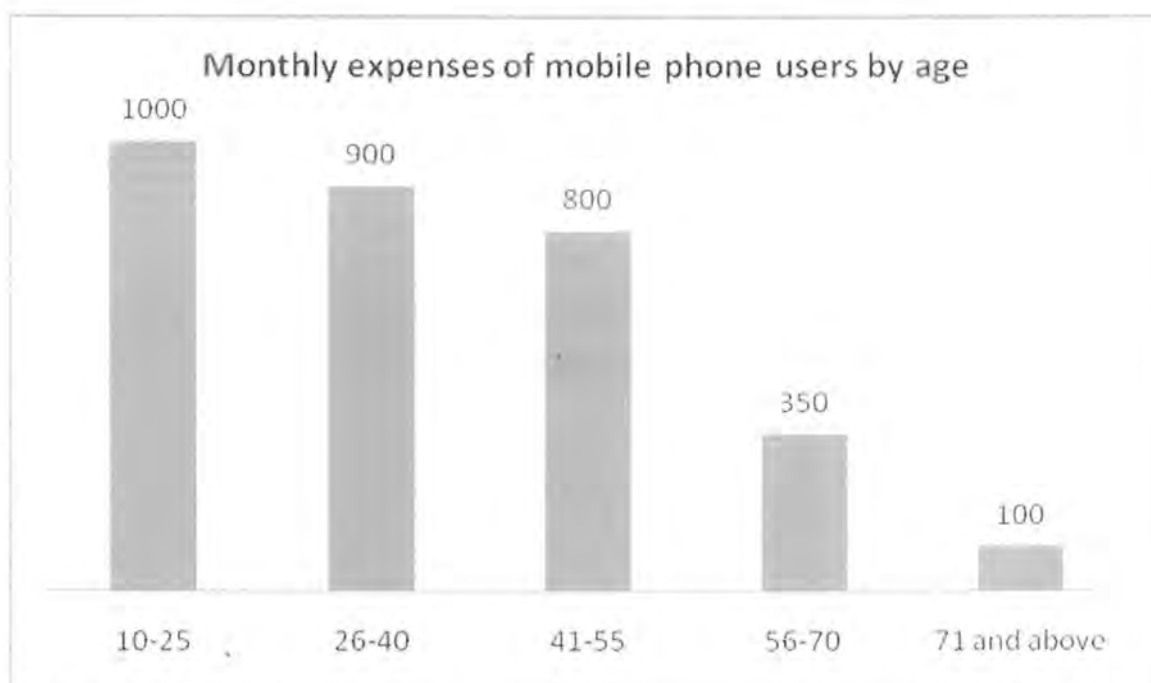


Fig 6: Monthly mobile expense

Source: Field Data

The above table clearly indicates the mobile expense pattern according to the age of the respondents in the village. The enthusiasts spend a lot on the mobile as acquiring different services like caller back tones, miss call notifications, SMS packages, call blocks etc puts their mobile cost higher than the other people. They comprise of the part of society who not only lose in monetary terms but also in academics,

The quite pragmatist users of the cell phone users spend according to the needs only on voice calls as they are not expert in using other services.

Anatomy of the cell phone expense can be acquired as from youth who acquire services other than voice calls.

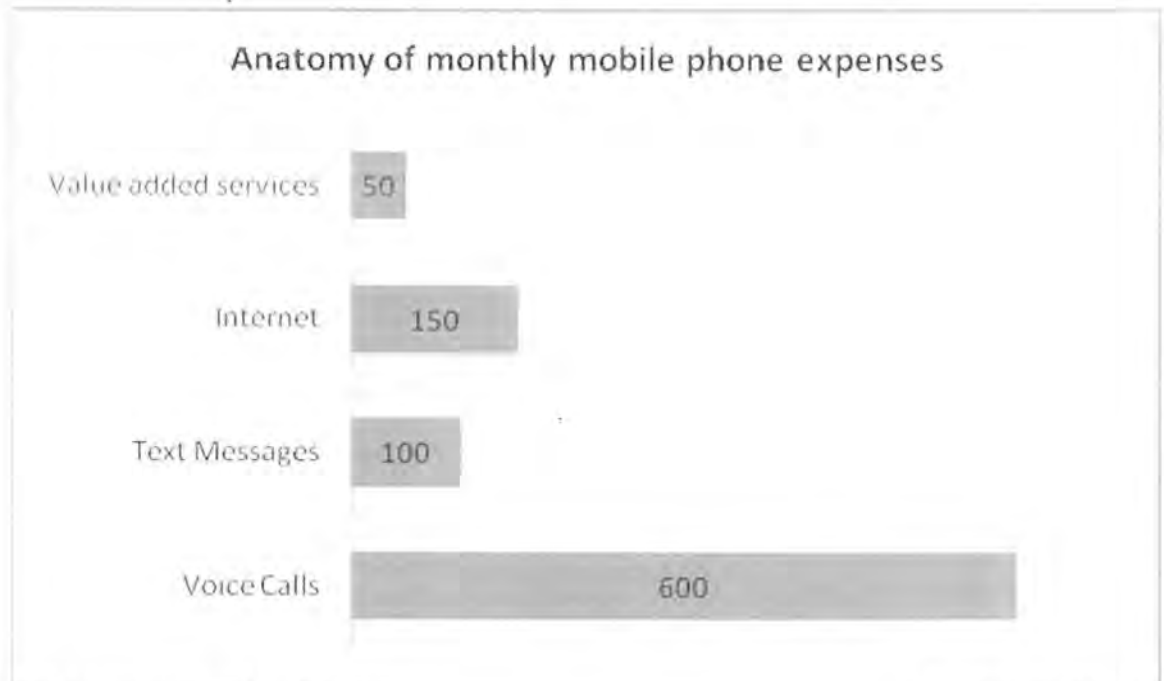


Fig 7: Anatomy of mobile expense

Source: Field Data

The above diagram shows monthly anatomy of spending on cell phone in lieu of different services by the youth. Normally in the village economy dependence is on agriculture and income is expected after every six months. The expense of mobile phone becomes burden on the economy of the villagers.

Apart from the above mentioned things mobile phones are giving a lot of economic and financial opportunities. The cell phone is giving new opportunities of business and temporary employment like easy load outlets.

5.1 Economic Impact on Traditional Roles

As the cell phone has given new economic avenues to the villagers on the parallel has helped to cut the traditional roles of messengers on the occasions of marriages and death. Nae and Marasi's used to take invitations for the wedding ceremony or any other ceremony or even death news was disseminated through them. Their operational cost was higher as the families used to give them fare. The receiving families were supposed to give some cash or other item as token of respect to the messenger. Now the communication happens through cell phone and the traditional roles of Nae (Barber) and Marasi (Entertainer) have been minimized as. The cell phone has reduced the cost of traditional messaging and on the other hand has ended the role and related services and functions.

Eid greetings and other wish messages have been shifted to cell phone. Text services have overwhelmed the entire phenomenon. Now on the occasion people just refresh their SMS package and the greeting is just single click away.

5.2 Implications of Short Message Service

"Short Message Service (SMS/Text Message) was first developed in 1990 in an effort to allow operators to notify customers when there was some type of a service issue or a network problem. This service has now become one of the most common ways in which individuals use their cell phones to communicate with others. In 2002 80% of all cell phone users in the United States were 'Talkers', however by 2006 that number was almost reduced by half, dropping to only 42%, with the other 58% being 'Texters.'"²¹

²¹ *Fernando 2007*

The text message service is increasingly becoming popular in the society. Youth is using it more instead of voice calls due its cheapness and secrecy. It has different implications as during voice calls people can understand tones and gestures but text are without emotions and gestures. It entirely depends upon the recipient to understand. The face to face interaction will become extinct and it acts as a buffer. It gives more time to the user to compose reply. Its implications on the language and grammar are different. A new language is being created. Following are some examples of language used in the text messages.

Short language used for text message

TC	Take care
F9	Fine
TC	Take care
F**k	Fuck
W?	Where
4get	Forget
2morow	Tomorrow
Gr8	Great
LOL	Laughing Out Loud,
OMG	Oh My God,
TTYL	Talk To You Later
Y	Why
7	Sath
U	You
R	Are
M.day	Monday
PLZ	Please
MSG	Message
Vd	With
Ve	Have
Ppl	People
ASAP	as soon as possible
CYA	see you
GL	good luck

Example of common emoticons used in text messages

:)	Basic smiley face; used for humor and sometimes sarcasm
: (Basic frowney face; used for sadness or anger
;)	Winkey face; more often used for sarcasm
: /	Wry face; used for wry humor

Source: Filed data

“It is popular among younger people. SMS/Text messaging has become more popular among younger generations in comparison to older generations. Sending and receiving text messages is a form of communication with others that can be secretive and discrete; parents/teachers cannot intercept nor have access to what is being sent back and forth. In 2001 Nokia conducted a worldwide survey of 3,300 people, under age 45, over 80% of those that were surveyed reported that text messaging was the most used function on their mobile phones” (Reid and Reid 2004).

The popularity of the text message is growing at exponential rate and it is now a totally new way for making relationships. The importance of the feature could be elucidated by the fact that 51 percent of teens said their social life will come to an end if this service is ever halted. (field data).

Individuals see this service as easy and convenient way of interacting with each other. They consider it secret way for maintaining relationship among each-other. Without social pressures they consider that they can speak their heart to other person. For this purpose filler message hold their importance. Messages comprising of quotes for romance, friendship, love loneliness are means to enhance communication.

5.3 Camera Phone Usage Impacts

Camera phone has become excepted add on in the mobile phone. Its usage has social connotation in society in general and locale in particular. The camera phone is often used to capture a casual moment of interaction or some extra ordinary occurrence. Apart from its casual use in the village the camera is used to record some commemoration or wedding etc. villagers often use this camera to take photographs of each other and afterwards making comments and discussing the picture.

The set up in the village is traditional and veil is observed. Camera phone is often used as a tool to breach this policy. During wedding pictures of wanted females are taken without their permission. This thing if reported may cause serious consequences for the family as one incident in the village resulted in end of a relationship.

5.3.1 Observation

23 years old guy was engaged to a girl. During wedding of guy's sister, the in laws were also invited. One of the boys from the family of this guy took a snap shot of girl from the family of his in laws. This incident got reported and resulted in serious fuss during wedding. The family of the guy tried to solve the matter by reaching conciliation among the aggrieved parties. After two days the family of the girl announced to break the engagement. They argued that the family of the guy instead of punishing the boy took a softer stance and breached our honor and respect by allowing the boy to keep the picture of our girl. This is against our traditions, therefore we end the relationship.

CHAPTER 6

CONCLUSION

The study was conducted to investigate the socio-economic effects of cell phone in village 83 JB, *Faisalabad*. The village is a semi-rural-urban prototype with sample population of 674 people divided into 95 households. Systematic sampling with interval of five was adopted to fill the socio-economic and census survey forms to access the basic data of the village. After assessing the data, the locale was found to be a mixture of different castes and classes settled heterogeneously. Observations, discussions, in-depth interviews were conducted to inquire the objectives of the study. Total of 292 mobile users were reported in the locale in different age groups with difference of usage pattern, perception and meaning.

Cell phone has great repercussions on the society. It has changed the interacting patterns among the individuals consequently affecting the functions and social actions. Though its existence is small but it has altered the communicating patterns as it has not dependent on time and space. The notion of being connected everywhere has strengthened relationships and social networks. The notion of this all-time connection has some negative consequences as well as attitude of lie about the location is quite common.

It has added new dynamics to social group formations by bringing a remote physically absent partner into a group; disengaging one its member and suspending the ongoing interaction. The feeling of anxiety and depression is also arising among people as the feeling of being left out during telephone call haunts them all the time.

The device is getting popular among the adults with all of its added side dishes. Youth has indulged into this phenomenon to an extent that they cannot imagine life without cell phone. It is not only the means of communication for them but a source of entertainment. Leisure boredom, sensation seeking and low self-esteem are the factors that are leading younger generation to use the cell phone. Cell phone is also causing social aloofness in the society. Face to face interaction is becoming less day by day and especially the text message service has diminished it to an extent. Individuals are so overwhelmed and shrouded in the cell phone that they are missing new avenues of social interaction. Text messages have implications on language as it is altering the course of its grammar and syntax. Moreover it is changing the meaning of traditional dictionary while reinterpreting different concepts. The role and behaviors have been greatly altered by this innovation.

To conclude the discussion idea of affordance best explains these phenomena. The physical characteristics of the cell phone have the interplay with our perception and its use. Its properties have determined the social actions. The added accessories of cell phone have shaped its position in the society. Its usage as a clock, as book reader, camera, storage device, sexual mms chats, calculator, memo, radio, voice recorder and a lot more has made its role deeper and people have started depending heavily on it. Cell phone has become an object of functional expansion as users are gradually changing, molding and altering their habits according to its available usages. Starting with logic to have a cell phone; life gradually becomes virtually impossible without it. The technology has gradually becomes part and parcel of life. This journey from extraordinary to ordinary is achieved without the prediction. The behavior of technology is always

unpredictable in nature and nobody can access its future role as cell phones are the best example for this phenomenon.

The cell phone in the context of the society under study is bringing a lot of new roles, patterns and characteristics. With all its repercussions society has embraced this phenomenon with open arms. Cell phone has now become an integral part of the society as life is becoming literally impossible without cell phone.

The cell phone should be used in a way that it should not proliferate the cultural context. Government should control the minimum rates of cellular services so that its effects can be halted at minimum level. Youth should be given special attention in this regard as proper lectures guiding the role of cell phone should be imparted to them.

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In-depth Interview Guide

- Mobile usage patterns
 - Mode of use
 - Timings of use
 - Persons connected with
- Packages
- How you use
- When you use
- Probe!
- Finances attached to cell phone
- When charge your account?
- How you charge?
- Why you charge?
- How much you charge?
- What is the interval of your charge?
- Value added services?
- Do you use value added services?
- What services do you use?
- How you use?
- For what you use the value added services?
- Why you use mobile phone?
- Do you use internet
- Have you ever witnessed any unique situation due to mobile phone usage?

- What are the benefits of mobile phone?
- What are the negatives of mobile phone?
- Do you suggest any usage pattern for cell phone?

Glossary

• Word	Meaning
• Adda	A place from where transport to other areas connects
• Araen	Caste in Punjab
• Barkat	Blessings of nature
• Bethak	Meeting place for male
• Bradari	Kindred
• Burewala	Name of city in Punjab
• Cheer	Occupational caste, in traditional settings they sprinkle Waters
• Chiniot	Name of city in Punjab
• Chountra	Place to sit in front of house
• Chunnai	Picking of something from plants specially
• Doppata	piece of cloth used to cover head by females
• Eid ul azha	Muslims celebrate animal sacrifice to remember Abraham's sacrifice
• Eid ul fitar	Religious celebration after fasting month
• Gher majroha	government land that cannot allotted for residential purpose
• Jatts	Caste in Punjab
• Jhang	Name of city
• Jolahay	Occupational caste (weavers)
• Kacha	Made of mud
• Kanai	Unit of land distribution

• Khaal	Water course (small canal)
• Kumhaar	Occupational caste (pottery makers)
• Lohaar	Occupational caste (goldsmith)
• Marala	Unit of land distribution
• Maseet	Mosque
• Masjid	Mosque
• Mochi	Occupational caste (cobbler)
• Musali	Caste in punjab
• Nae	Occupational caste (barber)
• Nankana sahib	Name of city in punjab
• Nikkah	Ceremony of vows between husband and wife
• Pagri	Turban
• Panchaet	Local justice system
• Patwar khana	Place where local land record keeper sits
• Punjabi	Language spoken in punjab
• Pushto	Language spoken in khyber pakhtunkhwa
• Pushtoons	Person who speaks pushto
• Qadeem	Old
• Rajput	Caste
• Ramzan	Fasting month
• Rarri	Barren land
• Rooti	Bread
• Run mureed	Hen packed

- Sahiwal Name of city in punjab
- Samundr Name of city in punjab
- Sanglha Name of city in punjab
- Saraiki Language spoken in southern Punjab and KPK
- Sarfa unit of land
- Shalwar kameez Dress worn in Pakistan
- Siqni Residential
- Sunni Sect of Islam
- Tehsil Administrative unit
- Toba tek singh Name of city
- Urdu Name of language

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