Impact of Mobile Media on Studentsof Moscow Universities and Countermeasures

Dogancay Irina, PhD's
Institute of Communication, East China Normal University, Shanghai, China
irinadgncy@gmail.com

Abstract:

The last few decades have seen the rise of mobile devices as an integral part of public life. Furthermore, as a result of the nearly universal adoption of widescreen smartphones in recent years, the development of mobile media has become increasingly rapid and diversified. The role of mobile media in public life, as well as its origins, development, and efficiency, are increasing ly hot topics for researchers. This study aims to shed light on yet another facet of this modern phenomenon – the influence of mobile media on the day to day lives of students.

Key Words:
Mobile Media, Influence of Mobile Media, University Students, Moscow

1. Introduction

The current information environment, together with mobile media and its active use by modern people constantly adapting to rapidly changing living conditions, give rise to the need to study the influence of mobile media on a person. The modern-day prevalence of mobile media undoubtedly exerts a significant influence on the daily lives of adults, and perhaps even moreso, the younger generation.

In recent years mobile media has become an essential part of everyday life and a pastime for almost every young person; therefore, the study of the influence of mobile media on young people is of special importance and relevance, considering that a person is most sensitive to the influence of information and communication technologies during adolescence.

In modern society, the active introduction of information technologies occurs in all spheres of human life. In this regard, considering the issue of the influence of mobile media on students, we will focus on the influence of mobile media in such spheres of life as interpersonal relationships, education, social life, and mental state.

After focusing on the influence of mobile media, this study aims to provide a research-based guide for a proper use of mobile phone media for students, based on the assertion that proper, well-managed usage of mobile media will improve students’ overall abilities.

2. Literature Review:

Despite extensive research and analysis of a wide range of sources, the number of research articles written on mobile media in particular, is still quite low. Keywords include the studies done by Chinese scientists Zhu Hai Song (1), YanSanJiu (2), Kuang Wen Bo (3), etc., a compilation edited by Gerard Gogg in and Larissa Hjorth (4), and an electronic edition edited by Svetlana Balmaeva and Maria Lukina (5).

Nevertheless, the theme of the influence of media has recently begun to be increasingly covered in academic journals by scholars such as Shabno or Siddiqui and Tajinder Singh (6), Song Yang, Sharan Kurnia and Stephen P. Smith (7) among others. The issue of the influence of mobile media on students is currently most often studied in the research work of students of Chinese universities. Notable Chinese scholaron this topic include Chen Yun (8), Li Yongqing, Ling Ying, Liu Chunying and An Junting (9), Lin Yuhong, Deng Jiangao and Qi Jiayin (10), as well as many others.

3. Research Methodology and Procedure:

This study employed an analytical research methodology; data was collected with help of a survey questionnaire. Critical Analysis was carried out on the collected data.
3.1. Population:
The target population for the study was bachelor’s and master’s students from universities in Moscow, Russia. Students were recruited from three levels of Moscow universities, high-level (Moscow State University), moderately high-level (Moscow State Pedagogical University) and mid-level (State University of Management).

3.2. Sample:
The student sample for this study was composed of 320 participants and the sample was chosen using the Purposive Sampling Technique.
The data type is Original Scales.

3.3. Variable:
Mobile media as the Independent Variable.
Impact of mobile media as the Dependent Variable

3.4. The objective of the study:
To gain a general picture of the influence of mobile media on the audience through of students at Moscow universities

4. Findings and Discussion:
4.1. Analysis of influence of mobile media on students of Moscow universities

4.1.1. Analysis of the mobile media influence on the interpersonal relationships of students in Moscow universities
Interpersonal relationships are one of the main spheres of human life. Since mobile media has recently become an integral part of everyday life and a pastime for almost every student, the study of the influence of mobile media on interpersonal relationships is of particular importance and relevance, especially in adolescence. Therefore, on the basis of statistical data, we will consider both the positive and negative impacts of mobile media on the interpersonal relationships of students in Moscow universities.

The respondents were asked the following question: "How does the use of mobile media influence your interpersonal relationships?" According to the data in the table below, 5.00% of respondents believe that the influence of mobile media on their interpersonal relationships is very positive, for 17.19% of respondents it is partly positive. Also, 2.81% of respondents believe that the influence of mobile media on their interpersonal relationships is very negative, and for 15.94% of respondents it is partly negative. For the record, 59.06% of all respondents believe that mobile media do not affect their interpersonal relationships.

Table 1: How does the use of mobile media influence your interpersonal relationships?

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<tr>
<th>Answer</th>
<th>Quantity</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Very negative</td>
<td>9</td>
<td>2.81%</td>
</tr>
<tr>
<td>Partly negative</td>
<td>51</td>
<td>15.94%</td>
</tr>
<tr>
<td>No influence</td>
<td>189</td>
<td>59.06%</td>
</tr>
<tr>
<td>Partly positive</td>
<td>55</td>
<td>17.19%</td>
</tr>
<tr>
<td>Very positive</td>
<td>16</td>
<td>5.00%</td>
</tr>
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</table>

Here are a few excerpts from the more detailed responses of the respondents.
Those who believe that mobile media has a very positive effect on their interpersonal relationships explained their opinion in the following words: "With the help of mobile media it is
possible to provide timely assistance or support, and this certainly helps improve interpersonal communication." Another student wrote that "it is much easier to find friends with similar interests on the Internet, and accordingly, it's easier to build the interpersonal relationships that I need." There was also a comment as "... the phone allows you to keep in touch with people with whom you have no opportunity or time to meet, that is why interpersonal relationships are kept solely through mobile media."

Those who believe that mobile media has a partly positive effect on their interpersonal relationships explained their opinion in the following words: "... thanks to mobile media it's easier to start communicating with a person I do not know." Another respondent notes that "I can keep in touch with friends and family, although we are at a great distance from each other. I can read books on self-development, look for useful information on self-improvement and share all this knowledge with people close to me, thereby improving interpersonal relationships on a really qualitative level."

Those who believe that mobile media have a partly negative effect on their interpersonal relationships explained their opinion in the following words: "It seems that virtual relationships are killing live relationships, which at the same time are becoming more and more emotionless." Another respondent wrote that "not fully understood and unclear intonation of textual correspondence very often leads to a deterioration of interpersonal relationships, for example, this often happens between me and my girlfriend or parents."

And those who think that mobile media have a negative impact on their interpersonal relationships, explained their opinion in the following words: "...when you use a mobile phone all the time, you gradually start forgetting how to properly build interpersonal relationships in real life." One student noted that, "communication via mobile phones is more likely to end in quarrels and misunderstandings, this is probably due to the fact that in the correspondence one cannot see the mimic and gestures of the interlocutor, his eyes, etc."

4.1.2. Analysis of the mobile media influence on the education of students in Moscow universities

In recent years, mobile media has been rapidly introduced into the educational process. Students use it to do home and practical work in various disciplines; it also allows students to attend lectures, to participate in conferences, dialogues, international projects, etc., without leaving the classroom or dormitory. Below we will try to analyze the level of influence of mobile media on the educational process of students of Moscow universities on the basis of statistical data.

The respondents were asked the following question: "How does the use of mobile media influence your educational process?" According to the data in the table below, 24.69% of respondents believe that the influence of mobile media on their educational process is very positive, for 40.00% of respondents it is partly positive. Also, 1.88% of respondents believe that the influence of mobile media on their educational process is very negative, and for 14.69% of respondents it is partly negative. For the record, 18.75% of all respondents believe that mobile media does not influence their education.

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<th>Answer</th>
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<th>Percent</th>
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<tbody>
<tr>
<td>Very negative</td>
<td>6</td>
<td>1.88%</td>
</tr>
<tr>
<td>Partly negative</td>
<td>47</td>
<td>14.68%</td>
</tr>
<tr>
<td>No influence</td>
<td>60</td>
<td>18.75%</td>
</tr>
<tr>
<td>Partly positive</td>
<td>128</td>
<td>40.00%</td>
</tr>
<tr>
<td>Very positive</td>
<td>79</td>
<td>24.69%</td>
</tr>
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</table>

Here are a few excerpts from the more detailed responses of the respondents.
Those who believe that mobile media has a very positive influence on their education, explained their opinion in the following words: "Thanks to mobile media it is possible to find an answer to any question really fast both during and after classes, and it is easy to create portray myself as a person who always knows everything and is aware of all events, new inventions and etc." Another student wrote that "the essential benefit of mobile media is that it is possible now to learn and self-develop constantly at any place and at any time of the day, to be independent of the place and circumstances," and "... sometimes it happens that I forget to make a report for the class, but thanks to mobile media I need only five minutes and my report is ready."

Those who believe that mobile media has a partly positive effect on their education explained their opinion in the following words: "... as for me, most of the necessary and useful information on my studies is taken from the Internet, and not from teachers." Another respondent noted that "one cannot learn non-stop, so if there were no mobile phones, I would be distracted by something else; the phone at least can provide me with useful information."

Those who believe that mobile media has a partly negative effect on their education explained their opinion in the following words: "Mobile media takes up all my time, and with it I can't normally focus on my studies," or another opinion: "...of course, mobile media has a lot of advantages. I can find information on my studies at any time, contact groupmates and discuss everything that is necessary for our classwork, but in general, mobile media distracts a lot from the educational process."

Those who believe that mobile media has a very negative effect on their education explained their opinion in the following words: "...with a mobile phone at hand all the time, I cannot tear myself away from it and I always get distracted, especially when it's time to do homework."

4.1.3. Analysis of the mobile media influence on the social life of students in Moscow universities

Student life is not only about study and passing exams - a university is also an excellent platform for developing leadership qualities, creativity, sports skills and so on. Therefore, social life was and will be one of the main components of a student’s period of study. Since mobile media is beginning to have an increasingly important place in the life of modern society in general and in the lives of students in particular, we will try to review both the positive and negative influences of mobile media on the social life of students in Moscow universities, using the statistical data shown below.

The respondents were asked the following question: "How does the use of mobile media influence your social life?" According to the data in the table below, 8.75% of respondents believe that the influence of mobile media on their social life is very positive, and for 30.94% of respondents it is partly positive. Also, 1.88% of respondents believe that the influence of mobile media on social life is very negative, and for 6.88% of respondents, it is partly negative.

Interestingly, 51.56% of all respondents believe that mobile media does not influence their social life.

Table 3: How does the use of mobile media influence your social life?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Quantity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very negative</td>
<td>6</td>
<td>1.88%</td>
</tr>
<tr>
<td>Partly negative</td>
<td>22</td>
<td>6.88%</td>
</tr>
<tr>
<td>No influence</td>
<td>165</td>
<td>51.55%</td>
</tr>
<tr>
<td>Partly positive</td>
<td>99</td>
<td>30.94%</td>
</tr>
<tr>
<td>Very positive</td>
<td>28</td>
<td>8.75%</td>
</tr>
</tbody>
</table>

Here are a few excerpts from the more detailed responses of the respondents.
Those who believe that mobile media has a positive effect on social life, explained their opinion in the following words: "Thanks to mobile media, I can always find interesting activities and hobbies, I always know where it will be better to go to relax with groupmates, to have a good time, and also to meet like-minded people and friends with the same interests." Another respondent wrote that "I am an activist at my university, so I have to constantly use mobile media to be aware of various kinds of public news."

Those who believe that mobile media has a partly positive influence on their social life explained their opinion in this way: "...a mobile phone helps to do all the necessary academic tasks much easier and faster, which saves time for communication and participation in social life of the university." Another student wrote, "...being a member of a student organization, I constantly use mobile media to share information, organize meetings and resolve many other issues."

Those who believe that mobile media has a partly negative effect on their social life explained their opinion in the following words: "Sometimes you get stuck on the phone, although you have much more important social affairs, and with the phone you just waste your time". Another student also pointed out that "sometimes communicating ‘in real life’ becomes more unpleasant and uninteresting than in social networks, you do not want to interact with people directly and participate in social life anymore, you want to participate in social life of the university only through mobile media, which is very convenient."

Those who believe that mobile media has a very negative impact on their social life explained their opinion in this way: "...I notice that the constant use of mobile media by my groupmates results in the fact that they are gradually beginning to degrade." Another respondent pointed out that "social life has increasingly transformed from real and interesting meetings and events into meetings held via mobile media where everyone is stuck on their phones stupidly staring at screens".

4.1.4. Analysis of the mobile media influence on the mental state of students in Moscow universities

Galina Ldokova and Aleksey Panfiolov noted in their article "Mental state of students in the complicated environment of educational activity", that "many researchers are preoccupied with the problem of optimizing the educational activity and the mental state of students in new or complicated conditions." [11] The use of mobile media can be safely considered to be such a new condition: continuous and intense mental activity, an endless flow of information, a change in the rhythm of work, rest and sleep, new and often unfamiliar methods and forms of searching and processing information and so on. All this somehow makes an impact on mental state of young people. Therefore, on the basis of statistical data, we will consider both the positive and negative influences of mobile media on the mental state of students in Moscow universities.

The respondents were asked the following question: "How does the use of mobile media influence your mental state?" According to the data in the table below, 5.00% of respondents believe that the impact of mobile media on the mental state is very positive, for 17.50% of respondents it is partly positive. Also, 0.94% of respondents believe that the influence of mobile media on the mental state is very negative, and for 22.50% of respondents it is partly negative.

For the record, 54.06% of all respondents believe that mobile media does not affect their mental state.

Table 4: How does the use of mobile media influence your mental state?

<table>
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<th>Answer</th>
<th>Quantity</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Very negative</td>
<td>3</td>
<td>0.94%</td>
</tr>
<tr>
<td>Partly negative</td>
<td>72</td>
<td>22.50%</td>
</tr>
<tr>
<td>No influence</td>
<td>173</td>
<td>54.06%</td>
</tr>
<tr>
<td>Partly positive</td>
<td>56</td>
<td>17.50%</td>
</tr>
<tr>
<td>Very positive</td>
<td>16</td>
<td>5.00%</td>
</tr>
</tbody>
</table>
Here are a few excerpts from the more detailed responses of the respondents. Those who believe that mobile media has a very positive effect on their mental state explained their opinion in the following words: "Having a connection with the outside world, getting current information - all these make it possible to be always morally and mentally prepared for many life situations." Another respondent wrote that "...when I'm depressed, mobile media, mainly social networks and communication with friends, help me to cope".

Those who believe that mobile media has a partly positive effect on their mental state explained their opinion in this way: "Thanks to mobile media, you can always find funny videos and other positive materials and quickly put yourself in a good mood" or "... with mobile media, there is no time to feel lonely."

Those who believe that mobile media has a partly negative effect on their mental state explained their opinion by stating: "When I use mobile media, my eyes and head start to ache, and later it affects my whole condition." Another respondent wrote that "... sometimes when I use mobile media I become irritable, I started to notice that I do not want and I can't take the phone in my hands, because when I do it I soon get tired from high mental activity and waste of energy."

Those who believe that mobile media has a very negative effect on their mental state explained by saying, "...when I use mobile media for a long time, I get a headache." Another respondent wrote that "sometimes I get depressed because of useless and often negative information."

4.2. Countermeasures for regulating the use of mobile media

Despite the fact that in this research we can observe that the majority of the students of Moscow universities experience either only positive influence of mobile media, or no influence at all, based on the results of the questionnaire, the negative impact from the use of mobile media is present in each of the four areas described above (interpersonal relationships, education, social life and mental state). Therefore, I consider it expedient to put forward a number of countermeasures for regulating behavior of the use mobile media by students of Moscow universities.

a) Countermeasures for regulating the use of mobile media at the governmental level:

In Russian the situation is as follows. Federal sanitary standards for the use of mobile communications were issued as far as 2003, and to this day remain unchanged. But since the Federal sanitary standards in Russia are approved by the resolution of the Chief State Sanitary Doctor, operate throughout the country, and are compulsory for citizens to comply with, I read it is extremely important that at the governmental level, the Federal sanitary standards of Russia should re-examine the impact of the use of electronic devices, radiation, dependence, etc.), and issue update guidelines for the use of electronic devices.

b) Countermeasures for regulating the use of mobile media at the public level:

The relevant departments of state should improve the system of legislation and regulation, strengthen the verification and audit of large business sites and network sites, remove and block inadmissible information in a timely manner, and so on. Also, the public should have access to the highest level of information about the real negative consequences for a person from unlimited use of mobile phones. Such an information campaign should be initiated immediately, in order to train the younger generations to use electronic devices reasonably. This kind of information can be disseminated in the same way as information is spread about the harm of tobacco and alcohol.

c) Countermeasures for regulating the use of mobile media at the educational level:

Recently, mobile phones are accused of negatively affecting students' abilities to assimilate material during classes, and the frequently used by students as an aid during exams. Therefore, I believe that during school hours, the management and teachers of universities should begin to resort to strict standards for monitoring the use of mobile phones by students during classes, and if students are allowed to use theirs mobile phones, than they should be only utilized as a learning tool, and not for entertainment. Also, management and educators should cultivate the concepts of rational consumption of mobile media, to help students develop good habits for the use of mobile phones that will promote the healthy developments of students.

d) Countermeasures for regulation behavior of the use mobile media at the individual level:
I believe that university students should strive to increase their level of self-discipline and self-control when using mobile media. They can also begin to analyze every attempt to use a mobile phone for its purposefulness, rather than pure entertainment value. Another suggestion for students would be to consciously control the time spent on using mobile media during the day, and ideally, to exclude its use at night. Furthermore, it is important to avoid slipping into the habit of seeking consolation and relief from all routine problems in real life by engaging in virtual life. It should be possible to deal with educational or other failures by trying to calmly resist any pressure in real life.

5. Conclusion:
Firstly, as every phenomenon has an influence on a person and his life, by bringing up the issue of the influence of mobile media on students in Moscow universities, I attempted to review not only the positive and negative levels of influence of mobile media on students in Moscow universities, but more specifically, how this influence affects their interpersonal relationships, education, social life and mental state.

Secondly, considering the general situation of the influence of mobile media on students of Moscow universities, an overall picture emerges: in interpersonal relationships, for 22% of respondents the influence of mobile media is positive to some extent, for 18.75% it is more or less negative. Further, the influence of mobile media on education is more or less positive for 64.69% of respondents, for 16.5% - negative; 39.69% of all respondents experience to some extent a positive influence from mobile media on their social life, and only 8.76% think it is negative; and speaking of the impact of mobile media on mental state of the students - for 22.50% it is positive to some extent, and for 23.44% of respondents mobile media has a negative influence on their mental state.

In this research we can observe that the majority of the students of Moscow universities experience either only positive influence of mobile media, or no influence at all, which gives us the opportunity to characterize the results of the questionnaire as very, very life-affirming and encouraging.

Thirdly, like any new phenomenon, mobile media will sooner or later, but gradually and irrevocably provide the impetus for large-scale changes, perhaps in the values of young people, due to changes in the content and quality of communication, or possibly in other areas, as well. At present, a crucial concern for educators and societal influencers should be working to prevent scientific and technological progress, with its indisputable advantages, from destroying the ability of young people to live a full life and blocking the development and formation of basic and vital human skills.

Finally, it is also important that at the highest lever, attempts are made to minimize the negative impact from mobile phone as much as possible and to avoid any possible futures where educated people of working age would not be able to work qualitatively due to damage physical or mental health.

6. References:


