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ANALYSIS OF PHUBBING FROM A PSYCHOLOGICAL PERSPECTIVE: STUDY ON YOUNG UNIVERSITY STUDENTS

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Abstract: The main objective of this article is to analyze phubbing and the psychological consequences it generates in young university students. It was a documentary research project. This term comes from the conjugation of two words: Phone (telephone) and Snubbing (to despise). It consists of the action of ignoring or despising the people around us because we are more aware of digital life than of the reality that surrounds us. Currently, technology is a tool that favors communication and offers opportunities; however, one of its negative aspects is that we can become dependent on it. We speak of addiction when a person cannot lead a satisfactory life due to excessive or controlled use of the Internet, whether online games, social networks or browsing. The influence that technology exerts on young people is so fast that it affects personal communication ties and social development.

Keywords: Phubbing, Mobile device, Internet.

INTRODUCTION

The term Phubbing began to be used in 2007 with the birth of the Smartphone and officially appeared in the media around the world in 2012. It is considered a symptom of addiction and has brought psychological and physical problems, affecting children, adolescents and young people, although it has gained a lot of popularity in recent years, because it has come to be considered something normal.

The development of cell phones as part of modernity has allowed us to obtain multiple benefits, in addition to the simple fact of making calls and sending messages. Since cell phones, specifically Smartphones, allow access to the Internet, more and more young people are making use of these benefits, adapting them to their particular interests, thus constituting a great demand for them.

This leads to easy accessibility to social networks, which are Internet sites formed by communities of people with common interests or activities (such as friendship, kinship, work) and that allow contact between them, with the aim of communicating and exchanging information. Social networks have become an irreversible phenomenon in constant deployment of possibilities for relationships with other people and allude to the fact that, in a social network, they can find those with whom they share interests, concerns or needs.

Alex Haigh, a 23-year-old Australian, created the Stop Phubbing campaign. This problem began to become more noticeable in 2007 with the arrival of smartphones. Haigh's aim is to raise awareness about the harmful effects of this modern practice on interpersonal relationships.

The British operator Sky Broadband reports that taking away young people's access to mobile phones, tablets or the Internet produced negative psychological symptoms in just 24 hours. These include "a feeling of addiction, depression and anxiety, a feeling that they have lost an important part of themselves, which can have a direct impact on their ability to pay attention and concentrate, feelings of loneliness, anguish, isolation, low self-esteem and feeling less important, and finally, the inability to find alternative resources to pass the time and entertain themselves."

We currently live in a connected society, mobile devices have become part of our daily lives as another accessory. And although it is true that it makes our lives easier, the problem is in the use we make of them.

Even more so with the arrival of the Covid-19 pandemic, youth can be a very complicated stage and when talking about communication in times of pandemic, it can make it even more difficult because changes in routine and confinement have forced society, especially children, adolescents and young people, to adapt to different ways of relating and using time.

Social distancing as a measure to reduce the spread of Covid-19 can be very difficult for young people as it makes them feel disconnected from their friends. Many also face great disappointments such as cancellations or postponements of graduations, sports seasons, visits to universities and other long-planned activities.

The current situation of quarantine due to the health contingency has led us to be at home with the whole family. Among household activities, children's academic responsibilities and work tasks that do not stop, dialogue and reaching agreements are key to coping with the difficult situation we face.

The issue of loneliness and emptiness represent a very large gap in family relationships, mainly when you have adolescent or adult children where there is little or no communication.

Agustina Germade (2020), a psychologist specializing in adolescents, says that: "The greatest suffering of adolescents is not social isolation, because contact is generated through networks with friends, but rather physical suffering, not being close to others. Adolescence and youth is a time when physical distance is taken from parents and closer to peers."

Due to the current situation we are experiencing, the digital space has been established as a new communication ally that, although it was previously used, has now been intensified, helping to ensure that physical distance does not become total social distancing. There are some difficulties in maintaining normal activities, such as family relationships, academic performance, and recreational activities with friends or sports.

DESCRIPTION OF THE METHOD

REVIEW OF THE DIFFICULTIES OF SEARCHING

As this is a little-studied topic, searching for information was difficult.

BIBLIOGRAPHIC REFERENCES

Fontemachi cites Darwich (2014) who mentions: Surely you have been absorbed by communication technology and social network management; you state that this is a social phenomenon that announces changes in the mental and emotional state of people, including behavior in their relationship life.

The danger of this phenomenon is the unconsciousness that it generates, given that "people who are victims of phubbing do not express their discomfort at being ignored by their interlocutor, but they do have a negative feeling of abandonment when someone ignores them for checking their cell phone."

Escavy (2014) defines phubbing as the way of paying more attention to a device capable of receiving and sending information, through which one can have a relationship between people who go to the famous social network that can easily be found on the Internet; than to a physical person with whom one can have a face-to-face relationship, to establish a conversation.

Phubbing can hurt the other person's feelings and affect their self-esteem, since one perceives that the interlocutor prioritizes interacting with the device; so much so that the term is considered to define addiction to devices and the mania of ignoring the person next to you in order to pay more attention to that small screen.

According to the World Health Organization (WHO) (2018), addiction is a physical and psycho-emotional disease that creates a dependency or need for a substance, activity or relationship. It is characterized by a set

of signs and symptoms, in which biological, genetic, psychological and social factors are involved.

Phubbing is a behavior with hints of bad manners and certainly harmful, among some causes of this phenomenon is family neglect in the social and academic process of young people. Likewise, the inappropriate use of technology, since today young people have the ease of accessing the Internet, giving way to a lack of family communication.

Eva Salabert (2018) mentions some causes that provoke this problem, for example: it is said that these devices provide a false sense of company, they arouse curiosity with each of the alarms that make you feel part of a group, and they offer the pleasure of immediacy, the fact of being able to have here and now what you want, more than enough stimuli to capture and maintain the attention of the person who is occupying the mobile phone, another reason is the fear of losing something or being excluded from some event that is happening at that moment.

In the blog, for an Orange use of technology, in a recent study (2019) it mentions that phubbing can occur for different reasons:

- *Imitation:* some teenagers maintain this practice simply because they see it in others. If all friends are on their mobile phones it is difficult to do anything else.

- *Shyness:* it is also a very helpful practice for young people who do not relate satisfactorily with others.

- *Addiction:* it can be shown as an attitude of dependence on technology. As for the consequences of phubbing, they are diverse and have become evident in society. On the one hand, phubbing causes the person to isolate themselves from the world. As a result, the rest of the family and/or friends choose to meet up with them more and more, which causes a non-existent social life, and other facets

of daily life such as eating or sleeping are also neglected. As a result, interpersonal relationships are very bad.

Durán, N. (2014) mentions in his article that; Mahou (2013)

"Exposes that phubbing reduces the levels of commitment, attention and empathy, which makes the interaction between people complex. It also indicates that the constant use of mobile devices increases stress levels and causes compulsive behaviors, such as checking messages every minute and looking for information on any topic."

Villanueva and Cubas (2019) mention that phubbers have been linked to possible psychological consequences such as:

- Attention deficit: ADHD is a mental health problem responsible for causing emotional disturbances, making interpersonal relationships difficult, leading to poor academic performance or being accompanied by other disorders that prevent adaptation to the requirements of the environment: psychosocial, cultural and family.

- Poor memory: It is unusual forgetfulness. The person may not be able to remember new facts or access one or more memories from the past, or both. It may occur for a short time and then resolve (transient). Or it may not disappear and, depending on the cause, may worsen over time.

- Anxiety: It is an anticipatory response to future harm or misfortune accompanied by a feeling of unpleasant dysphoria, somatic symptoms of tension or avoidance behaviors (Working Group of the Clinical Practice Guide for the Management of Patients with Anxiety Disorders in Primary Care, 2008).

- Procrastination: Carranza and Ramírez (2013) cite Rothblum (1990), defining this term as the act of delaying a task without

any reason, which leads the person to experience feelings of discomfort. For this reason, people show an avoidance pattern in situations that involve a high response cost or where they evaluate the possibilities of achieving a good level of satisfaction in relation to their performance as low.

• Sleep disorders: These are a series of alterations related to the sleeping process. Existing both in the initiation and maintenance stages, as well as during the sleep-wake cycle.

As well as physical consequences such as traffic accidents:

• Postural alterations (Text-Neck syndrome): "Technological disease" caused by bending the neck to write text messages on the mobile phone, which can lead to neck pain and stiffness, headaches and sore backs, among other pathologies.

Symptoms: How do you know if you suffer from text neck? According to Erika Cyrus Barker, director of the School of Physical Therapy at Santa Paula University, this problem is characterized by:

- Stiffness (muscle contracture)

- Neck, shoulder and back pain

- Headaches

- Vertigo

• Carpal tunnel syndrome: This is a condition in which there is excessive pressure on the median nerve. This is the nerve in the wrist that allows sensitivity and movement to parts of the hand. Carpal tunnel syndrome can cause numbness, tingling, weakness, or muscle damage in the hand and fingers.

• Repetitive strain injuries (RSI): This is a general term for conditions that affect muscles, tendons, ligaments, nerves, joints and other soft tissues, causing pain and other symptoms. These injuries can be caused by improper techniques or by excessive use of the computer. Symptoms include sensitivity, tingling or stiffness in the affected area.

And finally, there are social consequences such as the negative impact on personal and interpersonal relationships (emotional) and the loss of the sense of community. An alarming effect of Phubbing is that you exclude yourself from the real world. This means that you become less frequent in everyday life and immediately encourage the path to anxiety and possible depression.

FINAL COMMENTS

SUMMARY OF RESULTS

In this research work, Sampieri, R. Collado, C and Baptista, M (2010) were approached. Based on the qualitative research approach, it uses data collection without numerical measurement to discover or refine research questions in the interpretation process, in it there is an open, free problem statement, it is not delimited or limited and the theory is a frame of reference.

A research study was carried out presenting a qualitative approach, creating objectives to know the purpose of this research, with a grounded theory where the research is related through the consultation of magazines, monographs, theses and web pages. The objective of this research is to analyze phubbing and the psychological consequences in young university students. That is why several authors and studies were reviewed to obtain a wide range of information presented here, the intention is to make known the new terminology "phubbing".

CONCLUSIONS

We must mention that digital transformation is undoubtedly changing the way we interact with our environment today. It has its pros and cons like everything in life, although technologies are advancing more and more and making life more "comfortable, pleasant, easy and fast" as long as they are used properly.

Nowadays, we live in an individualistic society, this phenomenon is ruining relationships of all kinds and taking away quality time from people. The family structure has been affected since family activities are becoming less and less, they no longer watch television together, or engage in a conversation during dinner because they are immersed in their cell phones. Paradoxically, virtual life is more social than physical life. Now more than ever and out of necessity, the entire world makes use of the Smartphone. It has an influence to change people's behavior to improve their lifestyles. Currently, we are witnessing how the Covid-19 pandemic has caused profound changes in the functioning of society and human behavior, it has not been the exception. Negative aspects can be seen due to the large amount of information to which we have access, such as fake news, increased risk of anxiety and depression, loss of privacy, among others. However, there are also positive aspects, such as the possibility of recreating our mind with activities or challenges that are promoted on social networks, being in contact with friends and loved ones with whom we cannot be physically, working, studying, among others. The excessive use of networks has created an addiction in young people that makes their behavior more repressive and influences their academic performance, their personal and social connections. And even more so with the digital connection that has increased, and causes frustration, boredom and anxiety in them, due to the times when the internet connection is not adequate.

We must mention that phubbing is a social problem that every day distances us from the practice of good social relationships, and although now the cell phone is essential in our lives, phubbing increases because even in the family we ignore each other to be in contact with friends, partners and coworkers, as a society we are losing moral values, respect, etc., towards other people who need our full attention.

We conclude that several reasons can be the cause of acquiring this addiction such as, for example; Lack of family communication, absent parents, low self-esteem, social and emotional aspects and this generates consequences such as reducing the ability to concentrate in students, decreasing the capacity for dialogue and interaction in real spaces, and increasing the tendency to isolation.

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