consequences from face book relationships. There is every room for cheating everyone with anonymous identity and dire outcome. Every relationship should start with trust and fairness. But, a relation on face book starts with for and mistrust. There are lot of loathing and loopholes in such unhealthy relationships.

A boy asked his friends “How to commit suicide?” in his Facebook account. He had 1100 friends. He is deprived of true friends and he was deeply acutely depressed. This symbolizes how weak Facebook relationships are. Hence, it should be understood that there is no strong bonds between them. The underlying vacuum is operating and Humans who are gregarious are not fully satisfied with face book (social networking). The true emotional sharing is not catered to by facebook but, virtual sharing of time pass and faking is installed. Youth are not happy as they claim. But, they are excited and thrilled with sharing and receiving comments. The excitement wanes down quickly after a time period. Then they again feel the remorse and vacuum inside themselves. The emotions are being pampered temporarily but, not fulfilled strongly for life time. Therefore, Facebook is network that is momentary, pampering, sharing and baseless, invalid, entertainment. Youth should be cautious, wise and balanced and calm in operating it.
This chapter provides a review of studies conducted on impact of cell phones. The review is divided into 5 sections dealing with consequences, personality, health, Facebook and internet.

CONSEQUENCES

Stuckey (2004) identifies 5 components like imagination, appropriation, objectification, incorporation and conversion as causes of addiction to cell phone. He explained that cell phones have unprecedented ability to exert influence on our social interactions and daily life. They are very intrusive in our social space. This technology could bring man to be individualistic alienating him from society or converging a single language or set of norms.

Sara (2007) discussed the influence of cell phones on teen culture. Cell phones purely have a negative effect on the social and ethical behavior because they socially breed a culture of introverted, isolated people who are unable to deal with real interpersonal interaction. They train to communicate with others through cell phone. Ethically, they reduce social standards and breed the idea that ignoring morals and social laws and standards put in place by those who have overcome the urge to become a paranoid with their cell phone.

Laramie (2007) discovered and coined the syndrome, “RINGXIETY”. This phenomenon is auditory hallucination of ringing cell phone. It is a
strong ‘déjà vu.’ It is a hallucination or a false belief that makes a person hears his/her cell phone ringing when it is not. It triggers anxiety when we feel or perceive cell phone ringing. This arises out of addiction to cell phone. Therefore there is dire need for cure of ringxiety as it causes stress and frustration.

Hammer, Ronen, Sharon, Lankry, Huberman, Zamtsov, (2008) featured that though the felt usage of mobile phones was illegitimate they could not help refrain from using it. Social conventions are rapidly changing. Mobile culture has intensely invaded college classrooms and students are under urge to be multi-taskers during lectures. Cell phones retrieve some sense of community, sense of geographical closeness, regression, egocentricity, self-centeredness, inconsideration. Students are prone to constant distraction, constant need for external stimulation, shorter attention span, and difficulty in maintaining close and intimate relationships. The findings show a sense of cognitive dissonance among students.

Katz (2005) examined the creation of own micro cultures by the usage of cell phone. He claimed that changing cultural norms and values demonstrate the consumers’ ability to modify and repurpose technology for their own use. He emphasized that by allowing people to insulate their private interactions from the culture around them, will encourage a kind of “walled garden” of micro culture that is complex but, exclusive.
Vaidyanathan and Latu (2007) After analyzing literature and research work, the authors say that it boils down to the influence of peer group, family upbringing and ultimately the habits, attitudes and willpower rather than technology alone. These communication devices are omnipresent and or making society converge as well as diverge, the main purpose being the coordination of activities in everybody’s life irrespective of age. Mobile phones erased need for middle man. Everyone have the right to live in a healthy family environment. The authors state that if technology is not embraced properly the digital natives will turn either “Digital Addictives” or “Digital Refugees” which results in an imbalance in the society.

Mokake (2009) revealed that girls perceived a degree of autonomy and resistance to control from parents. Their safety and wellbeing are disconnected. Choice of peers is determined by their level of connectivity and degree of socialization. Technology is being utilized in different ways to satisfy their malicious desires. Young girls are more addicted to the cell phone than their male – counterparts for different purposes. Further, cell phones are being sued as tools to extort money from parents.

Drennan, Brown and Mort (2003) investigated on m-bullying which is widespread among high school students. There is every need to develop methods to fight the m-bullying, as it triggers blow to their self-
esteem. Strategies should be devised to promote health attitudes and behaviors that positively affect their well-being.

Kamran (2005) identified one of the consequences for addictive mobile phone in consumers as falling literacy. As they are busy in long conversation at late night, they become less attentive in class. Communication on mobile phones sometimes defies the parental and cultural values. There is incredibly high SMS common among Pakistani youth. The author suggests alarming need to educate youth about appropriate and inappropriate mobile phone use in relation to time, place and purpose of communication.

Scott, Ferestad, and Ellestad (2009) emphasized the need to imbibe informal norms such as (being polite in church or wedding) interactions with people in the physical space should take priority over a virtual interaction. One needs to concentrate on person sitting opposite to you rather than ignoring him and engaging in a cell phone conversation.

Cilliers and Parker (2007) investigated the social implications of use of cell phone by teenagers. It was found that factors like sense of uniqueness, identity and independence were prominent in interpersonal relationships. Teenagers were at great risk of cyber bullying.

Stewart (2008) revealed that over some years, communication between parents and their kids may become even more impersonal.
Teenagers tend to text messages to parents rather than speaking. They are becoming vulnerable to dangers (walking into dark, running into traffic impervious to surroundings, etc.), also, prone to cyber bullying and date abuses by opposite sex. They are viewing cell phones as a social network which will give them enormous space and privacy which otherwise would not be ensured.

Zeewaqar (2009) finds that mobile companies are introducing alluring packages and ravaging our youth. They are derailing deviating from professionalism and dedicated spirit towards education, evolving a culture of static and stagnant minds. Most important being creativity and innovation is blocked by the constant cell phone conversation. Teenagers are disinterested in interpersonal relations and interested in alienation. They are psychologically weak and pressured family bonds are slowly weakening betraying parents and leading to terrible decline of moral values, in which respect is more aspect. They are crossing restraints and limitations, essential for well-integrated society.

Campbell and Rachel (2006) brought forward the concept that for a teenage girl, a cellular phone is an object which comprises of all aspects namely independence, safety and femininity. It functions as ‘technology of the self’. Teenagers go against norms by practically spacing their behavior to actions and identities of society and what they internally desire.
Hakoama and Hakoyama (2011) focused the dependency of teenagers upon cell phones. Cell phones made younger people dependent on their parents, financially females or likely to depend heavily in order to maintain their social relationships. Public manners among the frequent cell phone users are under question. The study revealed that it is not only a must have tool for college students but, also a must have tool for school juniors and seniors.

Marie Brannon (2009) criticized that the compulsive cell phone users leave others feeling confused, trapped, disrespected and angry. These users are often feeding their own ego at the expense of others.

Long (2010) studied the impact of cell phone in Fires station Department. It revealed that as a modern day convenience cell phone improves productivity in the work place and allows family to stay connected. However, the literature reflects that cell phones are leading to stressful times and triggering anger. Employees and supervisors are distracted, annoyed, poor efficiency, misuse of technology triggering litigation and chaos. The Chesapeake Fire Department members are snapping pictures and uploading into Facebook and this violates the Fire safety organization policies and privacy breaches can result in significant fines. Cell phones frequently interrupt training, meetings and face-to-face conversations, which most consider rude and inconsiderate. Unfortunately, this trend is moving in the wrong direction, and it is
conceivable that poor cell phone etiquette could negatively affect the organizations reputation. Cell phone is used in both emergency and non-emergency response modes. Even though common wealth of Virginia restricts the use of hand-held cell phones; public safety agencies have been provided an exemption. This practice still exposes Chesapeake Fire Department to vicarious liability and “(CFD) may be held legally responsible for car crashes caused by a distracted employees talking ---- while driving”. Overwhelming, cell phones are causing distractions and injuries at work place.

Banjo, Yifeng Hu and Sundar (2008) conducted a study and made an observational approach of cell phone usage in public places. It obviously has potential negative effects on interaction with proximate others. It triggers isolation and confusion as well to proximate others. The mere presence of cell phone in public, conflicts the private and public spheres and inhibits social interaction with proximate others (strangers or familiar persons). The users can distract users from social responsibilities, as they neglect the environment, surrounding them. They neglect help to proximate others (at times of emergency). Accessibility and usage of the cell phone created a form of exclusion and isolation that inhibited altruistic behavior

According to PLUS program surveys.org (2012) revealed that cyber bullying has become an inevitable menace of today's youth. Technology
paved the path to make it so easy. Since the cyber bullying takes place in the cyber world, it means that there are no parents or adults to witness it unless; it is brought to their attention. According to PLUS Program Sureys.org data, 64% of students know how to report cyber bullying, when it occurs. By reporting to adult that maybe parent, teacher or school authorities, there can be provided help and prevent cyber bullying.

Short and Mc Murray (2009) explored the link between the mobile phone use and harassment behaviors. Findings indicated that harassment by text is more prevalent than other forms of off-line stalking and despite recipients reporting being distressed, there was still a higher level of acceptance of this form of harassment that other forms. Furthermore, responses to text harassment were associated with a high frequency of behaviours perceived as not actively discouraging further texts, therefore having the effect of prolonging unwanted contact.

Samayeen (2011) observed that the ‘City of Garden is now invariably ‘The city of cell phones’-DHAKA. Owing to the galloping migration from rural areas to urban land, cell phone is the only gadget that finds them to be secure and comfortable in the new land. It keeps them connected with their old and new acquaintances. The omnipresence of cell phones and its huge impact on built environment acts as a catalytic force on the urban environment and on collective
human behavioral patterns as well. The cell phone infrastructure has transformed the landscape of cities. However, unlike past eras, the cell phone growth, emerging functions and spatial morphology is without any restriction or order. Its imperceptible kinetic quality makes its presence integrated yet unrecognizable. How it can be incorporated in architecture and design of urban planners and programs, in the future is to be observed.

Chigona, Chigona, Ngqokelela and Mpofu (2009) investigated the Mobile Instant Messaging among the youth in South Africa. It was found that youth engage rampantly in this Mobile Instant Messaging. It has adverse effects like providing platform for paedophiles and causes anti-social behavior among youth. It has become a part of their lives. They developed their own rationality to handle the cognitive dissonance erupting from negative discourse on MXIT or continuous use of the system.

Ravichandran (2009) focused on positive and negative impact of usage. Mobile is safety devices at times of emergencies. But, teenagers are addicted and obsessed with texting and distracted from their academics. Bullying and abusive messages are another form of menace of cell phones. Most important suggestion found in this study was that teenagers lose control over the information accessed by their mobiles.
The negative impact outweighs positive impacts. Mobile phone use while driving is opposed by all parents, as youth is immature.

**PERSONALITY**

Butt and James (2008), examined whether the mobile phone supports interpersonal interaction. He observed the mobile phone use might be a function of personality. This study sought to predict amounts and types of mobile phone use from extraversion, agreeableness, conscientiousness, neuroticism and self-esteem. Extraverts reported their use to source of stimulation disagreeable neurotic, unconscientious, and extroverted spent more time messaging using SMS. This study concludes that psychological theory can explain patterns of mobile phone use.

Prezza, Pacilli and Dinell (2003) conducted a study in Italy and found no gender differences. But weak socio-economic relationships were found. They desire cell phone to avoid negative labeling linked to non possession. Loneliness was not related / linked to cell phones usage.

Walsh, White, Cox and Young (2010) showed that age and self-identity significantly predicted the frequency of mobile phone use. In contrast, age (younger), gender (Female), self-identify and in-group norm predicted young peoples’ mobile phone involvement.
Chigona, Chigona, Ngqokelela and Mpofu (2009) examined and found perception pattern of parents and teenagers. Both have developed attachment and dependency to mobile phones. They undergo cognitive dissonance, which evolves due to holding two cognitions which are inconsistent with each other. Self justification is employed to overcome this syndrome. It has become ritual as well as instrumental.

Dilmac and Aydogan (2919) reflected most shocking results of Cyber bullying behavior, which is a risk factor for the psychology of adolescents, exposing them to cruelty, depression, disappointment, blow to self-esteem, anger, distrustful, worthless, etc., This study investigated cyber bullying in relation to human values (responsibility, tolerance, pacifist, respect, honesty). Unhealthy completion of adolescence would influence their personality which in turn, influences negatively the psychology of adolescent.

Massimini and Peterson (2009) conducted a study whose results proved that students are aware of the increased benefit of personal socialization but, still favour impersonal communication. He also found that anxiety may be an underlying issue with cell phone use, as helplessness was reported by students. Students craved for more human-interaction and personal social support (face-to-face). It ICT had highly significant intrusion on college students lives, leading them to vicious, unhealthy cycle of behavior. New students are opposed with
challenges and mobiles are used to handle stressors. Intrusions increase perceived stress, causing them to seek solace in social support.

Hooper and Zhou (2007) conducted a study to test the categorization-addictive, compulsive, habitual, dependent, mandatory, voluntary or dependent of mobile phone usage and the underling motivation. Various types of behavior were explored. It was found that mobile phone usage could not be conclusively and exclusively categorized, as one of the categories although greater support rendered to mandatory category, next gravity for voluntary or dependent behavior. And the least support was provided to addictive. But, behavior varies with situation and environmental conditions. This research threw insight into the underlying motivation of the various types of mobile phone usage.

Butt and Phillips (2008) supported the personality types that might be the cause of particular cell phone applications. As the mobile phone supports interpersonal interaction, its use is a function of personality. This study sought to predict the degree and types of mobile phone use from extraversion, agreeableness, conscientiousness, neuroticism and self-esteem. Extravert reported spending more time calling, changing ringtone and wallpaper, implying the use of the mobile phone as a means of stimulation, extraverts and disagreeable less valued incoming calls.
The neurotic, disagreeable, unconscientiously and extroverted spent more time messaging using SMS.

Ceccucci, Peslak and Sendall (2010) developed a manuscript which provides a comprehensive review of many of the behavioral factors associated with the use of technology and tests their applicability to text messaging. The findings suggested that texting behavior is influenced by several factors like attitude, compatibility, ease of use, satisfaction and visibility. All these factors have very significant impact on the way, an individual engages in text messaging.

Shekar (2009) focused on implicit restrictions that influence the where, when, how they use cell phone and the influence upon the adoption of a technology (cultural norms, relationships, social expectations). The study revealed how domestication process creates rituals and practices that allow students to subvert the institutional rules and carry on using their cell phone regardless. Although formal rules heavily modify the manner in which the cell phone is used, it does not limit the use. It is combination of implicit values (e.g.: respect for the teacher) and other external factors (cost, practicality of using the cell phone) that actually limit the usage of the cell phone while on campus.

Mallenius, Rossi and Tuunainen (2003) criticized that elderly people are often neglected group, in product development and marketing.
But they are the growing majority in most societies. The contemporary elderly are not necessarily interested in the state-of-the-art devices, but rather value services that can make their everyday life and tasks easier and provide added safety.

Lane and Manner (2010) featured a study and found that extraverts use more of smart phones and they engage more in texting. Extraverts are outgoing and sociable and have strong desire to communicate with others. Texting is great tool that satisfies this desire. But, highly agreeable individuals prefer calling rather than texting. The importance of smart phone declines with age. Females have less inclination to own smart phones.

**HEALTH**

Divan, Kheifets, Obel and Olsen (2008) conducted research from department of Epidemiology, delivers that the cell phone radiation exposed mothers during their pregnancy, was associated with behavioral difficulties such as emotional and hyperactivity problems around the primary school age though these associations are unmeasured and confounding maternal cell phone use could be cause to problems in children.

Thomee, Harenstam and Hagberg (2011) highlighted the high mobile phone use was associated with sleep disturbances and symptoms
of depression for the men and symptoms of depression for 1-year follow-up for women. It was advised to set limits for mobile usage and accessibility as it trigger mental health outcomes. The study was conducted on 20-24 year adults’ mental health outcomes. The study was conducted on 20-24 years adults.

Den Bulck (2007) revealed very important impact which is widespread use of mobiles after lights out. High use of cell phone leads to increased levels of tiredness. There is no safe dose and no safe time for using the mobile phone for text messaging or for calling after lights out. The present study suggests that there are many more threats to adolescent sleep in the bedroom. The mobiles have immense attraction to use them after lights out is likely to increase further.

Cotten (2008) pinned down that the cell phone use is pervasive and very high among students of US and Canada. The social wellbeing is marked by its heavy use. The several impacts were uncertainty reduction, security, efficiency, information access, contactability, social interaction and social control. Researchers identified that “Mobile use may be health protecting in facilitating the maintenance of social relationships and diminishing insecurity of the physical environment

Hoong (2003) validated that mobile phones emit radiation which give rise in skin temperature and heating of tissues in ear or head.
Hence, the excessive use of mobile phones is detrimental to health. It is presumed to be hazardous to infant’s brain and cause of cancer, also.

Jackson, Von Eye, Fitzgerald, Witt and Zhao (2010) reviewed the research was done on 12 years old 482 children belonging to one-third African American and two thirds were Caucasian American. This research indicated that information technology did not predict the body mass index or body weight. This is contrary to widespread belief that screen time is responsible for the obesity epidemic among children.

Moskowitz (2011) analysed the data found which suggests that EMR-Electro Magnetic Radiation Emitted by cell phone influences human sperm motility. Long-term Electro Magnetic Radiation Emitted exposure can have acute adverse effects on sperm motility and may lead to behavioural or structural changes of the male germ cell. These effects may be observed later in life and research must be done seriously.

FACEBOOK

Aida (2010) writes that cell phones have created a new space for youth of closed societies in Middle East, to interact and express themselves. The Iranian demonstrators used cell phones to upload photos of clashes with security forces to social media websites like facebook and twitter.
Wilson, Fornasier and White (2010) investigated young people who are increasingly using social networking sites like MY SPACE and FACE BOOK to interact and socialize with others. It has both negative and positive effects on the individual. This study sought to predict young adults’ use of social networking systems and addictive tendency. It was revealed that as a group, the personality and self-esteem factors significantly predicted both level of social networking use and addictive tendency but, did unconscientiously individuals reported higher levels of both social networking use and addictive tendencies.

Kirschner, Karpinski (2010) claimed that youth of modern world are good at multi-tasking. They can access multi channels of information. This makes them seductive to face book and other social networking sites. Study proved that face book users had obtained less grade point averages than the face book non-users. They spend fewer hours studying than the non users per week.

Ryan and Xenos (2011) examined the unprecedented popularity of face book has tremendous impact on sociality. A study was conducted to discover how personality influences usage or non-usage of face book. This research threw light upon the serious social challenge faced by the society. The results showed that face book users tend to be more extraverted and narcissistic, but less conscientious and socially lonely, than non-users. Further, frequency of face book use and preferences for
specific features were also shown to vary as a result of certain characteristics such as neuroticism, loneliness, shyness and narcissism.

Khe foon Hew (2011) reviewed the studies that examined the educational value of Facebook in relation to teaching or learning purposes. The study suggested that Facebook has very little educational use. Students use it to keep in touch with known individuals and they tend to disclose more personal information about themselves on Facebook: hence attracting potential privacy risks upon themselves.

Rouis (2012) proposed that Facebook usage brought satisfaction with friends and family, which in turn raised their academic performance. Multi-taskers and students with initial interest for education give positive effect on their academic performance. They have control over their hobbies and activities. Their attitude and consequent behavior is the route to success in education area.

INTERNET

Campbel (2005) examined that mobile phone has turned from a technological tool to a social tool. Mobile phone has become status symbol for young people and it is viewed as a fashion accessory. Surveys show that they prefer it more than television and internet. It is deemed as a symbol of independence from one’s family. It has functional,
relational, negative effects like ostracism and family bullying. It also has an impact on evolving relationships within the family.

Madan, Waber, Ding, Kominers, and Pentland (2009) conducted a survey on Reality Mining, which is defined as quantifying and modeling long-term human behavior and social interactions, by using mobile phones and wearable badges as sensors that capture real-world face-to-face interactions. This model aimed at building better computational and social models of human behavior. However, legal and ethical boundaries around data ownership and user privacy are unclear. A 'Sociometer' was designed to measure face-to-face interaction between people using an infrared transceiver, a microphone, and accelerometers. This identifies human activity patterns, analyzes conversational prosody features, and wirelessly communicates with radio base stations and mobile phones. Sensor data from these badges has been used in various organizational contexts to automatically predict employees' self-assessment of job satisfaction and quality of interactions. All these various gadgets and sensors may invade our privacy. Gradually, we may become totally exposed and privacy deprived if these sensors take on our lives.

Rachuri (2011) examined the significance of mobile phones for conducting social psychological research. Mobile phones are a perfect platform for conducting social psychological research as they are ubiquitous, unobtrusive, and sensor-rich devices. However, limited
battery and computing power and expensive data plans make it difficult to support various demanding sensing and computation requirements of the social psychological research.

Hammer, Ronen, Sharon, Lankry, Huberman, and Zamtsov (2010) found that high prevalence of Mobile devices use social networks sites, immediate messaging, etc., are rampant and even more sophisticated, seductive and distracting. Internet addiction will be on steep high in the near future. Multi-tasking during lectures will probably become even more rampant. Higher education instructors can take active role in fighting and applying alternative teaching methods that exploit mobile technologies. Mobile culture invaded campuses by posing a complex social / cultural challenge. A systematic effort should be attempted to preserve this tradition or it will turn higher education institutions into another social institution characterized and dominated by “continuous partial attention”.

**Summary of review of literature**

The review of literature can be summarized by examining the main trends in the findings. There seems to be more negative consequences than the positive ones. Continuous use of cell phones has been found to make the users more psychological weak and produce pressure on the family bonds. Cell phone users have been observed to become more individualistic and they form of culture of introverted and isolated
people. They become unable to deal with real interpersonal relations and have difficulty in maintaining close and intimate social relationships. They are also likely to develop ringxiety. The cell phone users are highly susceptible to m-bullying and harassment by text messages. With regard to cognitive processes, it is noted that mobile phone users tend to be distracted easily, have a shorter attention span and display a constant need for external stimulation. Studies have also established that continuous use of cell phone might curb creativity. Long late night conversations on the mobile phones can disturb attention in the classroom the next day. On the family front it has been observed that adolescent mobile phone users tend to text messages to their parents rather than talk face-to-face. The studies that concentrated on gender differences showed that girls are more addicted to mobile phones and tend to perceive a degree of autonomy and resistance to parental control. At the work place, cell phones can be a source of stress and can disrupt meetings if they are put in the silent and vibrating mode.

A few studies have reported positive effects of the use of cell phones. They provide a sense of identity, uniqueness and independence. They have also been found to become multi-taskers capable of performing two or more tasks simultaneously. Cell phones have been identified as sources of security during times of emergency.
The usage of cell phones is also found to be a function of the personality of the user. For instance, it was observed that extraverted cell phone users tend to use more smart phones and spend more time texting. There have been inconsistent findings regarding the influence of gender and personality on cell phone usage. Gender differences with regard to personality and cell phone usage has not been observed.

The findings regarding the influence of cell phones on health of the users have been consistent. They have been associated with sleep disturbances, depression and increased levels of tiredness. Rise in skin temperature, heating of tissues in the ear and the head have also been reported.

With regard to Facebook the findings are also consistent but they have highlighted the negative aspects of the use of Facebook. Excessive use of Facebook is associated with lesser Grade point average, lesser time spent in studying, and the users becoming more extraverted and narcissistic. Facebook has been found to have very little educational use and it tend to attract potential privacy. One study have however, reported that use of Facebook resulted in satisfaction with friends and family members which in turn led to improved academic performance.