This study was conducted to examine the usage of mobile phone by students of professional courses. The study was conducted on 613 students of Medical and Engineering Colleges. For Medicine, ASRAM – namely Alluri Sitaramaraju Academy of Medical Sciences and Sir C.R.Reddy College of Engineering at Eluru was selected.

The Study was conducted on students of professional colleges like Engineering and Medical Students. The Engineering College selected is the pioneer college of Coastal Andhra namely Sir C.R.Reddy Engineering College of Eluru. The Medical College selected for the study was Sri ASRAM Medical College of Eluru. It is one of the leading Medical College of Andhra Pradesh.

During the early 40’s, there was a long felt need for a full fledged academic institution at West Godavari District of A.P. To fulfill this dream, chairman of municipal council, Eluru, Late Rao Saheb Damaraju Venkata Rao went on a fund raising campaign and deposited 2 lakhs and 17 Thousands in the Municipal Treasury for starting the college. Hence Sir CRR Municipal College came into existence on 4th July, 1945. It was named after a distinguished scholar and the then Vice-Chancellor of Andhra University. Later the word Municipal was dropped from its name. It yielded a good reputation for quality and academic excellence in Coastal Andhra Pradesh. It is run by eminent individuals and carries a niche for themselves. Its vision is to perpetuate pursuit to reach the
pinnacle of growing technical and managerial excellence in the quality conscious liberalized market economy of the global village.

Sri Alluri Sitaramaraju Academy of Medical Sciences was named after the famous Patriot Sri Alluri Sitaramaraju. The Medical College and the attached teaching hospital were established in 1999, as a non-profit society. The college and hospital are located in vast area of about 100 acres at Eluru. Within a span of just 10 years, the ASRAM Medical College has emerged as a pioneering Medical College with excellent faculty and research facilities. It is now first choice for many young aspiring doctors. The attached teaching hospital is serving the needs of sick patients belonging to the West Godavari District and also the neighboring districts of East Godavari, Khammam and Krishna.

**Objectives**

The objective of the present study was to examine the usage and impact of mobile phones upon the students of Professional Courses.

**Hypothesis**

The following are the hypothesis of the study: -

1. There will be no difference between female and male students with respect to usage of mobile phones among youth of professional colleges.
2. There will be no influence of the domicile status of the students with regard to usage of mobile phones

Sample:

The study was conducted on a sample of 613 students belonging to Medical and Engineering Colleges at Eluru. In Medical there are 436 students and in Engineering there are 177 students. There are 347 students below 20 years of age and 266 students above 20 years of age. And the sample included 251 males and 362 females.

Questionnaire:

Keeping in mind the objectives of the present study a schedule was designed to assess the usage and impact of mobile phones on students of professional courses. This schedule included a pool of questions, under various categories. It was employed to perform a Pilot Study. This helped to assess which questions shall be eliminated or and which should be added. The schedule was translated into Telugu, and then back translated to English. The new translated version was meticulously compared the original with the schedule. Then a questionnaire with 64 questions was constructed and standardized. It was administered upon the youth of Medical and Engineering Colleges. The items in the schedule were categorized into the following dimensions.
1. **Cell phone usage**

   This dimension included questions regarding the students’ perception of the cell phone as a communication tool. Questions were asked relating to accessibility, simplicity of use, economy of use, use of different SIM cards and following the etiquette of cell phone usage.

2. **Multimedia applications**

   There are 9 items in this category and they provide a measure of usage pattern of the various applications like music, games, video, camera, internet, SMS, MMS, GPS, Facebook, etc.

3. **Status, Security and Freedom**

   The 9 items in this category assess feelings of status provided by the cell phone, the sense of security and finally the freedom provided by owning and using a cell phone. Some of the specific items included being particular about the model of the phone, quarrelling with parents for a particular model, the sense of security provided in a new place, the increased sense of freedom by the phone and intrusion of privacy due to cell phones.

4. **Cell phone addiction**

   There are seven items in this dimension and they measure the extent to which the students are addicted to their cell phones. The specific items measured whether students kept their cell phone by the
bedside at night, kept checking for SMS while studying and dislike switching off their cell phones

5. **Family and interpersonal relations**

This dimension also has seven items and they measure the extent to which the students give importance to cell phones over family, face-to-face conversations versus texting to friends and whether the cell phones are being used to share ecstasy or lying

**Scoring:**

The items are scored on a 4 point response category (Always to Never) with a high score indicating less usage of mobile phone among youth of professional colleges. The scoring was done meticulously. Apart from the above scales, information regarding the demographic and impact related variables were also obtained from the faculty, HOD’s and the Principles of Medical and Engineering Colleges. Also the hostel wardens parents and other sources. Observations were noted and included in the Thesis.

**Analysis of data:**

Data from the sample of subjects was subject to statistical analysis to examine the (incidence of) usage of mobile phone among youth of professional colleges. The extent of influence of various variables like demographic, parental education and parental occupation are well analyzed.