

# **USE OF MOBILE COMMUNICATION AND ITS AFFECT ON SOCIAL CAPITAL OF COLLEGE GOING TEENAGER**

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## **ABSTRACT**

Mobile phones are a pervasive new communication technology, especially among college students and it become more and more popular in recent years. The researchers looked at how mobile changed behaviour of teenagers. Social capital is about the value of social networks, bonding similar people and bridging between diverse people. The researcher tried to test these theories in Pakistani setting. The researcher conducted the survey with the help of self developed questionnaire on 5-point Likert Scale. The sample comprised of 100 boys and 100 girls of 1<sup>st</sup> and 2<sup>nd</sup> year students of Government Colleges. The results of the study showed that a majority of the respondents used mobile phone for communication with friends and family members. Both boy and girl students agreed that mobile phone impacts their peer relations, social norms, customs, traditions, esteems and also impact their fact-to-face communication. On the basis of results of the study the researcher proposed that teenager may reduce their time which they earlier spend on mobile phone for texting or voice calling. Mobile phone usage engages students in extra curriculum activities that affect their educational results so they may restrict themselves. Further research may be conducted to validate these findings on broader area.

**KEYWORDS:** Usage, Mobile Communication, Impact, Social Capital, College, Teenager