

Introduction

[Technology](#), [Mobile Phone](#)



Introduction Now a day's mobile phone is the most effective and efficient medium for one to one communication. The number of cell phone users is increasing day by day. Among all the users of cell phone, students are a big portion. This report is focused on how students are using cell phone through different aspect in their daily life. Purpose of the survey Our main purpose of the survey is " Attitudes towards Cell Phone Uses by Students". In addition how students are involved into their daily life by using cell phone as their communication. However students have to choose a telecommunication network through which they can communicate with others. Therefore, our survey has indentified the student's preference to choose a telecom network from the available option in the market. Background of the survey After doing our survey it is found that majority students of universities are currently using AIRTEL network. The reason behind using this network is basically the call rate which Airtel offers. In addition, there are many things Airtel is providing along with the cheaper call rate, such as free minutes, free SMS and so on. Students are getting attracted by the offer provided by Airtel. Methodology Our research is prepared on the basis of field survey. We have made a questionnaire through which we have collected our required information from the students. We have collected bunch of information from the respondent regarding our survey. The data we have collected it is basically primary data collection. This information was not published in any article or other report. We have collected our information from 120 respondents from the top universities in Dhaka: Dhaka University, Independent University, Bangladesh, North South University, American International University of Bangladesh, Brac University and East West

University. Limitation Data Collection There are many difficulties we had to face during data collection. We cannot collect much information because of short time and when we went to the dealers and local shops for information they refused to give any information and showed that they are busy all day long. Comparison with others The report is focused on university students and all the data being collected are from university students. Though it is important to make comparison with people of other profession so that the report would have been more effective but time shortage was the problem otherwise it would have been a very good opportunity for us.

Telecommunication Network and its Trend [pic] In Bangladesh the number of cell phone users are increasing day by day and among these people student is a major part. There are many telecommunication network companies in Bangladesh and they always keep trying to capture the market. So that telecom network companies one of the major focus is to attract the youth group of people. When Grameenphone was first launched DJUICE, it was captured the youth group of people. Students were first influenced by Djuiice, they were attracted by some offering Djuiice was providing. After a while, when Banglalink entered into this market through its lower call rate then youth group are attracted by it. Students are always looking for cheaper call rate so that they can effort their expenses. Furthermore Banglalink was offering free SMS, free minutes and many gifts. But now Airtel is most popular amongst students. Now a day's AIRTEL is capturing the youth group. After doing our survey we have found that most of the students are currently using Airtel. Because of Airtel very cheaper call rate, free minutes in every day, free SMS and lower rate for internet browsing. Analyzes of findings

Choice of Network [pic] According to the pie chart we can see that a majority group of students are currently using Airtel, which is 40%. In addition 24% students are using Grameen Phone (GP), 16% students are using Banglalink, 8% students are using Robi and 16% of students are using both GP & Airtel. It is noticeable that in a short time in Bangladesh Airtel has created a good hype among the students. Reason of choosing Network: [pic] When we asked the students why they chose the particular network company they are using. From the pie chart above we can see that a vast group of students (52%) have chosen the network because of cheaper rate. A satisfied number of students (28%) said they have chosen it because of better network coverage, 12% of the students said they chose it because of both cheaper & better network and 8% of the students are convinced by the reputation while choosing network. Those students who are using their telecom network because of cheaper rate, most of them are using Airtel. On the other hand most of the Airtel users are not happy with the network coverage they are providing. After doing our survey we have found that most of the Airtel users are using this network only because of cheaper call rate and other facilities. A pie chart is given below: [pic] When we have asked the students are they happy with the services that telecom network is offering? A interesting statistics came out. 32% of the students said yes, they are satisfied, 36% of the students said No, they are not satisfied with the services and 32% of the students have said that they are ok with the services. Farther more those students (36%) who are saying that they are not happy with the network coverage, most of them are using Airtel. Behavior of using cell phone Spending time in daily life When we asked the students how much time they

spend on cell phone in one day? A vast percentage of students (46%) spends 1 to 2 hours on their cell phone, 35% of students spends less than 1 hour per day. 11% of the students spends 2 to 4 hours per day and 8% of the students spends 4 hours & more. So that we can say that most of the university students spend 1 to 2 hours in their daily life. Communication through texting [pic] In this survey we asked the students how many texts they send per day. We have found that 64% of the students send 1 or 2 text per day, 24% of the students send 5 to 10 texts per day and 12% of the students sends 10 to more texts per day. After having this statistics we can say that IUB students like to spend time by talking in a cell phone rather than texting. Use money, Use cell phone!!! [pic] According to this pie chart we can see 36% of the students spend 100 to 300tk per week on cell phone, 32% of the students spend 50-100tk per week, 24% of the students said they spend 300-500 taka per week and only 8% of the students spend 500tk and more per week for their cell phone. Internet on the hand [pic] Now a day's Internet is very essential things for the students. In our daily life we are very attached with internet. When we asked students about using internet on their cell phone, 52% of the students said yes, they use internet on their cell phone. 48% said no, they don't use internet on their cell phone. Purpose of using Cell phone After doing our survey we have found out that students main purpose of using cell phone is to communicate with family & friends & making emergency calls. Some students said they use it for professional purpose. Harmful affect When we asked the students are they aware about the harmful effect of cell phone. Almost every student said that they are aware of the harmful effect of cell phone. In spite of knowing that they

cannot deny cell phone. The network transmitted from towers affects while talking on phone. Cell phones can: - Damage nerves in the scalp - Cause blood cells to leak hemoglobin - Cause memory loss and mental confusion - Cause headaches and induce extreme fatigue - Create joint pain, muscle spasms and tremors - Create burning sensation and rash on the skin - Alter the brain's electrical activity during sleep - Induce ringing! in the ears, impair sense of smell - Precipitate cataracts, retina damage and eye cancer - Open the blood-brain barrier to viruses and toxins - Reduce the number and efficiency of white blood cells - Stimulate asthma by producing histamine in mast cells - Cause digestive problems and raise bad cholesterol levels

According to a research in the United States heavy use of a mobile phone can even damage sperm. Men who used the mobile for more than four hours a day had a lower sperm count. Switching off is not an option After doing the survey we find out that students do not switch off their cell phone. Some students do it very few times. But it is certainly not an option for the students. Especially at IUB students always want to be with the cell phone, because they need to communicate and cell phone is the best medium for one to one communication. A day without cell phone When we asked the students of IUB that if it is possible for them to pass a day without cell phone. Almost everyone has said that they cannot pass a day without cell phone. It means cell phone has become a very important part of student's life. Recommendation We cannot deny cell phone but there are certain facts which we must follow. 1. During the class we must not use cell phone. If we use our sir or madam can get disturb. 2. While driving we must not talk because we need full concentrate on driving and if we talk on driving our

concentrate will break so we must not talk. Too much talking on cell phone is harmful for our ear and brain. Ear is very sensitive part in our body because if we talk too much in cell phone our ear and brain can damage so we must not talk too much on cell phone. Conclusion A vast group of cell phone users are students. Every telecommunication brand want the students market for their business because the percentage of students is very high in Bangladesh. For students money and good service are important concerns because students don't have an income source so the main fact is money. Every student wants cheaper rate and many facilities. If a telecommunication brand doesn't give cheaper rate and facilities they will lose their students market so they have to give cheaper rate and good service to make the customers happy. Cell phone is most important for everyone and it will be. Everyone must need cell phone for the communication for middle class family they don't have any other option except mobile. And it is the only way to communicate with others. SURVEY ABOUT NETWORK OPERATOR AND CELL PHONE USES Dear Respondent, Please answer the following questions given below. i. Which telecommunication network are you currently using? (If you are using more than one network, please answer more) a) Grameen Phone b) Banglalink c) Airtel d) Robi e) Others ii. Why did you choose this network? a) Cheaper rate b) Better network coverage c) Reputation d) Others iii. How much time do you spend on your phone (Per day)? a) Less than 1 hour b) 1-2 hours c) 2-4 hours d) More iv. How much money do you spend on your cell phone in a week? a) 50-100 b) 100-300 c) 300-500 d) 500 & more v. How many text you send (per day)? a) 1 or 2 b) 5-10 c) More vi. Is it possible for you to pass one

day without your cell phone? a) Yes b) No vii. Are you happy with the services that your telecom network is offering? a) Yes b) No viii. Do you use Internet on your cell phone? a) Yes b) No ix. For what purpose do you use your phone the most? (Please answer more than one question if your using purpose is more) a) Gossiping with friends b) Talking to family c) For making emergency calls d) For professional purpose e) Others x. Are you aware about the harmful affect of cell phone? a) Yes b) No xi. How often do you switch off your cell phone? a) During class hours b) When I sleep c) Its turned on until there is no charge left Thank you for giving your precious time.

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