

## “AN EMPIRICAL ASSESSMENT OF SMART PHONE USAGE AMONGST STUDENTS AND PROFESSORS”

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### **ABSTRACT**

Smart phones are becoming a more integrated and prevalent part of people's daily lives due to their highly powerful computational capabilities, such as email applications, online banking, online shopping, and bill paying.

This Research work is emphasized particularly on Smartphone usage of the students and professors of the Parul Campus located nearby Waghodia village which falls under Vadodara District in Central Gujarat. During research 200 respondents with equal stratum of the predefined quota of 50 respondents were assessed who have experience in using and owning Smartphone, using a structured questionnaire, with closed-ended questions, employing a convenient sampling technique.

The outcome of research supports the earlier research work that the students are more addicted to use smart phone than professors, it also reveals gender and preference of Smartphone are significantly dependent and the students are willing to spend more money on purchasing smart phone compare to professors. Study found that age of respondents and their level of smart phone usage Novice, Intermediate, Advanced and Expert respectively was significantly independent, and the students and professors are unaware about the safety measure like SAR (Specific Absorption Rate) and IMEI (International Mobile Equipment Identity) which shows their intermediate behavior towards Smartphone.

**KEYWORDS:** Apps, Novice, Specific Absorption Rate, International Mobile Equipment Identity