

An analysis of smart phones apps usage trends among the students of four/five specific departments of SMIU & KU

M. Saqib Niazi'
Research Scholar
ChorangPost,Karachi
aqibblogs@gmail.com

Abstract

Everyone is using smartphones and their applications, but many are unaware of the privacy policies associated with them, which poses a significant risk to people worldwide. My research aims to determine how many students at Karachi University and SMIU are aware of these privacy policies and their opinions on them. The research conducted a survey at both universities regarding smartphone app privacy policies. The results showed that overall, 60% of students at both universities are unaware that smartphones and apps can access their data, and 84% of students at KU and SMIU never read the privacy policy before installing an app. This indicates that students are unaware of the potential dangers of these privacy policies. However, after participating in the research, students expressed their intention to read privacy policies before installing apps in the future."

Keywords: Smartphone, Application, Social Networking, , Facebook, WhatsApp, university

Introduction:

Smartphones have become ubiquitous in today's world, offering advanced mobile operating systems that combine the features of a computer OS with mobile-specific capabilities. They are equipped with a variety of features such as making and receiving calls, sending and receiving text messages, and also serve as personal digital assistants (PDAs) offering functions like event calendar, media player, games, GPS navigation, and digital video camera.

The concept of smartphones, integrating communication and computing, was initially conceptualized by Nikola Tesla in 1909 and Theodore Paraskevakos in 1971. Paraskevakos introduced the ideas of intelligence, data processing, and visual display screens into phones, leading to the development of smartphones. The first commercially available device that could be considered a smartphone was the IBM Simon in 1992, which integrated PDA features. Since then, smartphones have evolved rapidly, incorporating various operating systems like Palm OS, BlackBerry OS, and Windows CE/Pocket PC before transitioning to modern platforms like Android and iOS.

In recent years, smartphones have seen significant advancements, including higher screen resolutions, improved battery life, and integration of features like mobile payments and digital keys. The introduction of app stores, such as Google Play for Android and App Store for iOS, has further revolutionized smartphone usage, providing a wide range of applications for users. Despite their benefits, smartphones have also introduced challenges like decreased battery life, potential health issues related to screen use, and societal concerns like distracted walking.

2.1) Statement of the problem

In today's world, smartphones have become ubiquitous, offering a wide range of functionalities through various apps. These apps, including chat, social networking, medical, and gaming apps, among others, have revolutionized how people interact with technology and each other. However, the widespread use of smartphones and apps has raised concerns regarding privacy policies. Many users, including students, may not fully understand the implications of granting permissions to these apps, allowing them access to personal data and the device's functionalities. The problem lies in the lack of awareness and consideration among users, who often accept app permissions without reading or understanding them, simply following the trend. This research aims to address this issue and explore ways in which users, especially students, can use smartphones and apps more responsibly and securely.

2.2) Rationale for the study

Now as I have selected the topic "An analysis of smart phones apps usage trends among the students of four/five specific departments of SMIU & KU." so reason of choosing this topic is that are students of both

SMIU and KU aware of privacy policy of smart phone apps or not? How many students read before to accept the policy? In their opinions what they thinking about the privacy policies and whole phone access policy? And are there any other side effects of smart phone addiction? And what kind of advantages they are taking from smart phones app which the previous generation were not able to have?

2.3) Objectives

The objective of this survey research is to get the idea that how many people and students aware about the privacy policy of smart phones apps and give them the idea how to protect from un trusted apps which they use and give them the guidelines . And also give suggestion about smart phone usage addiction cannot just harm your studies but also effect in your mental , psychological and social life either.

2.4) Hypothesis:

"Smartphone apps can access and use your phone with or without your permission."

"An analysis of smartphone app usage trends among students in four/five specific departments of SMIU & KU."

2.5) Research Questions

What information should smartphone users be aware of regarding app access to personal data?

Why is it important for students and youth, who are active app users, to understand and pay attention to this topic?

What steps should smartphone and app users take to ensure their privacy and security?

How can users educate themselves about the privacy and security policies of apps?

What types of information can an app access once it is installed on a smartphone?

2.6) Scope of the study:

This study will be beneficial for students,people who use smart phone in education socially and pshychologically either.

Literature Review

3.1 Organization of the Literature Review This chapter analyzes smartphone app usage trends among students at SMIU and KU. It includes 15 studies categorized chronologically.

3.2 Effect of Smartphone Usage on People, Students, such as Mood Disorders, Stress, and Anxiety Studies by Torous and Powell (2015) and Kratzke and Cox (2012) highlight the potential of smartphone apps for mental health. Elhai et al. (2016) discuss the relationship between problematic smartphone use and psychopathology.

3.3 "I've got 99 Problems, but Vibration Ain't One: A Survey of Smartphone Users' Concerns" (2012) Porter et al. (2012) surveyed 3,115 smartphone users about privacy concerns. The study showed varying levels of concern among users.

3.4 "The Smartphone Addiction Scale: Development and Validation of a Short Version for Adolescents" Kwon et al. (2013) developed a short version of the smartphone addiction scale for adolescents. Their study involved 540 participants, showing high smartphone addiction among teenagers.

3.5 "The Relationship between Life Stress and Smartphone Addiction in Students" Chiu (2014) and Rehman (2016) examined the relationship between stress and smartphone addiction in college students. Both studies emphasize the impact of stress on addiction.

3.6 The Influence of Smartphone Addiction on Mental Health, Campus Life, and Personal Relations Choi et al. (2012) and Lam et al. (2009) studied the effects of smartphone addiction on mental health and personal life. Choa and Lee (2016) investigated its impact on children.

3.7 Choice Architecture and Smartphone Privacy: There's a Price for That Egelman et al. (2013) explored how design influences users' decisions on app permissions. They found that framing and default options play a significant role.

Theoretical Framework

Smartphones are advanced mobile phones that incorporate features of a computer operating system with those of a mobile phone. They are typically pocket-sized and combine the functions of a phone, such as making calls and sending texts, with those of other digital devices like personal digital assistants (PDAs), such as event calendars, media players, games, GPS navigation, and digital cameras (Katz et al., 1973). The concept of smartphones was first proposed by Nikola Tesla in 1909 and Theodore Paraskevakos in 1971, with the first commercial models available from 1993 onwards. The Technology Acceptance Model (TAM) suggests that users' acceptance of smartphones is influenced by their perceived usefulness and ease of use (Davis, 1989). Social Impact Theory explains how individuals can be sources or targets of social influence (Castonguay, 1981), which may contribute to the widespread adoption of smartphones among peers. The Uses and Gratification Theory focuses on how individuals use media for their benefits, such as entertainment and communication (Katz et al., 1973), which could explain why students use smartphones for various purposes. The Diffusion of Innovation Theory explains how innovations like smartphone apps are adopted and spread within society (Rogers, 2003), which could be relevant to understanding the adoption of smartphones among students. The Social Cognitive Theory (SCT) suggests that behavior is influenced by the environment and social factors (Bandura, 1986), indicating that students' smartphone use may be influenced by their social environment. The Cultivation Theory suggests that media, including television, influences individuals' perceptions of reality (Gerbner et al., 1986), which could apply to how media coverage of smartphones influences students' attitudes and behaviors. The Agenda Setting Theory suggests that media coverage of certain topics can influence public perception and behavior (McCombs & Shaw, 1972), which could be relevant to understanding how media coverage of smartphones influences students. Overall, these theories provide a framework for understanding the adoption and use of smartphones among students.

Research Methodology

This research is quantitative research. The method used in this research is quantitative method. The reason of selecting this method for the research is because the research is on Smart phones apps which now a day's everybody are using , from school students to post graduate and even house wives and families, whether they rich or poor everybody have smart phone because they think that it is the time need. They interact with each other, share videos, messages, pics, comments and give suggestion etc. So, I choose that if everybody is using then smart phone also have a lot of demerits, the most importantly is user's privacy. So, I choose two universities students name of the Universities are SMIU and Karachi University, and I also choose five Departments for both the Universities which are, Media and Journalism , Business administration , Computer Science , Education and Environmental studies.

Number of participant participated in this study are 130 of both male and female gender. As per the topic of the research is about "An analysis on KU and SMIU Students, regarding smart phones Apps Privacy policy". All the participants were between 17 to 29 age group and also a student's of both the universities and in the above mentioned Departments. And why I choose my research on students only because they are the future, they are using more than any other , they knew more than their parents about apps and social networks , they knew how to use it , how to be private , and they might have a little Idea about the privacy policies of smart phones and smart phones apps.

This particular research topic has been chosen to understand the students thinking about smart phones apps privacy and why they are using, if they know about the apps owners and smart phones owners can easily access their whole data and when you install an app you also accept all of their policies which actually against for us but we accept, without any reading, why they are doing this as a Student. I asked question like that Do you know that when you install new apps, it automatically cannot just access on your whole data and microphone, camera but also all your apps data, contacts information, Gps Sms/Mms etc in their computers?

We will found that what is the problem we will get after installing an app, and what we can do to overcome? The research is totally based on this perception.

Bar charts, Pie charts and percentages will be helpful in information statistics and we can easily understand the analysis, findings which is helpful in future for people and students.

The first chapter of this research was Introduction of the topic .the second chapter was Statement of the problem, the third chapter's literature review the fourth chapter was Theoretical framework and the fifth chapter is Research methodology, the sixth chapter is Coding and Findings, the seventh is Discussion and analysis, The eight chapter is Conclusion and the last chapter is References.

Finding

Statistics

		Gender	University	Education	Department
N	Valid	75	75	75	74
	Missing	0	0	0	1

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	46.7	46.7	46.7
	Female	40	53.3	53.3	100.0
	Total	75	100.0	100.0	

University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMIU	41	54.7	54.7	54.7
	Karachi University	34	45.3	45.3	100.0
	Total	75	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under graduate	56	74.7	74.7	74.7
	Graduate	14	18.7	18.7	93.3
	Post graduate	3	4.0	4.0	97.3
	4.00	1	1.3	1.3	98.7
	7.00	1	1.3	1.3	100.0
	Total	75	100.0	100.0	

Department

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Media and Journalism	16	21.3	21.6	21.6
	Business Administration	27	36.0	36.5	58.1
	Computer Science	25	33.3	33.8	91.9
	Education	6	8.0	8.1	100.0
	Total	74	98.7	100.0	
Missing	System	1	1.3		
Total		75	100.0		

Crosstabs

How much you spend your time on smart phones apps? * Age Cross tabulation

Count

	Age			Total
	17 to 19	20 to 24	25 to 29	
How much you spend your timeten minute on smart phones apps?	0	1	0	1
1 hour	0	4	0	4

	2 hour	0	5	0	5
	More than 2 hour	2	17	1	20
	never count	7	21	2	30
	Whole day	1	10	0	11
	8	0	1	0	1
	34	0	0	1	1
Total		10	59	4	73

90% of students from (17-19) years of age said they never count the time they spend on smart phones, 64 % of students from (20-24) years of age said they never count how many time they spend on smart phone and 75% students from (25-29) years of age said they never count how many time they spend. Overall 68% students said they never count how much time they spend on smart phone.

What is the main reason of using smart phone according to you? * Gender Cross tabulation
Count

		Gender		Total
		Male	Female	
What is the main reason of using smart phone according to you?		1	1	2
	2	1	0	1
	3	1	1	2
Phone calls		1	2	3
1,2,3		1	0	1
1,2,3,4		1	1	2
1,2,3,4,5		1	0	1
1,2,4		1	0	1
1,2,5,8		0	1	1
Messaging		1	2	3
2,3,4		0	1	1
2,4		0	1	1
For Information		6	8	14
3,4		1	0	1
Social Media		17	18	35
Other		1	4	5
6		1	0	1
Total		35	40	75

65% male students said the reason of smart phone using is social media ,52% of female students said they using smart phone because of social media .while overall 56% students said they use smart phone for social media.

Crosstabs

Which popular apps you like the most? (Choose all that apply). * University Cross tabulation
Count

		University		Total
		SMIU	Karachi University	
Which popular apps you like the most? (Choose all that apply).		3	0	3
	6	1	0	1
	9	1	0	1

Face book	4	4	8
1,2	0	1	1
1,2,3	3	2	5
1,2,3,4,5,6,8	0	1	1
1,2,3,4,6,7,8	1	0	1
1,2,3,4,7,8	1	0	1
1,2,3,4,8	1	0	1
1,2,3,5,6,8	1	0	1
1,2,3,6	1	0	1
1,2,3,6,7,8	0	2	2
1,2,3,7	1	1	2
1,2,3,7,8	0	1	1
1,2,3,8	2	1	3
1,2,6,7,8	0	1	1
1,2,8	0	3	3
1,4,6,8	1	0	1
1,8	0	1	1
Whatsapp	12	6	18
2,3	1	0	1
2,3,	1	0	1
2,3,3,4,8	0	1	1
2,3,4,8	0	1	1
2,3,6,8	0	1	1
2,5	0	1	1
Instagram	3	2	5
Twitter	0	2	2
Game Apps	0	1	1
YouTube	2	0	2
8,9	0	1	1
Others (mention)	1	0	1
Total	41	34	75

80% of SMIU students likes to use (face book , whatsapp and Instagram) while 85 % of Karachi university student likes apps (Face book , Whatsapp and Instagram) , overall 86% students of both SMIU and KU students like to use apps (Face book ,whatsapp and Instagram).

Have you ever read the Privacy policy of any apps? * Department Cross tabulation
Count

	Department			
	Media Journalism	and Business Administration	Computer Science	Education
Have you ever read the Privacy policy of any apps?				
Always	3	4	3	1
Sometimes	7	14	13	4
Never	5	9	8	1
Total	15	27	24	6

80% of Media department from both Karachi university and SMIU students said they never or sometimes read privacy policy before install any app , 85% percent of Business department students also said that they never or sometimes read the privacy policy before install any app, 87% of Computer department also said the same while 83% of education students said they never or sometimes read before install an app. Overall 84% students of all departments said they never or sometimes read before the privacy policy before installing an app.

What do you think about privacy policies of apps? * Gender Cross tabulation

Count

	Gender		Total
	Male	Female	
What do you think about privacy policies of apps?	10	13	23
They are Necessary	17	19	36
Security Risk for Personal Information	6	7	13
Don't Know	1	0	1
7	34	39	73
Total			

50% Male students of both universities said privacy policies actually a security risk. 48% of female students said privacy policy is a security risk. Overall 49% students said privacy policies of Apps are a security risk

What happens when you install new apps in your smart phone? * Gender Cross tabulation

Count

	Gender		Total
	Male	Female	
What happens when you install new apps in your smart phone?	7	8	15
Mobile gets Heat up	4	5	9
Viruses Attack when Download	14	21	35
Battery Drainage	7	3	10
Others	1	1	2
13	33	38	71
Total			

42% of male from KU and SMIU said when they install apps the battery drainage happen so fast. While 55 % of Female students said when they install their battery drainage happens so fast. Overall 49% students said when they install an app their smart phone battery drainage happens.

Do you know that when you install new apps, it automatically cannot just access on your whole data and microphone , camera but also all your apps data , contacts information, GPS , SMS/MMS etc in their computers.?
* Gender Cross tabulation

Count

	Gender		Total
	Male	Female	
Do you know that when you install new apps, it automatically cannot just access on your whole data and microphone , camera but also all your apps data , contacts information, gps sms/mms etc in their computers.?	15	14	29
I know	6	6	12
I only have a little Idea	13	19	32
I don't Know	34	39	73
Total			

55% of Male students said they actually do not know about the apps and smart can access our data , and 64% female students do not have the idea that smart phones apps can access their data or phone. While overall 60% students of both universities do not have the idea or do not know that smart phone and apps can access their data .

Do you think that Peoples' privacy get harmed through smart phones apps? * Department Cross tabulation

Count

	Department				Total
	Media and Journalism	Business Administration	Computer Science	Education	

Do you think that Peoples' privacy get harmed through smart phones apps?	Yes	10	18	12	1	41
	No	3	4	6	1	14
	Uncertain	2	5	6	3	16
Total		15	27	24	5	71

66% of media and journalism students of both universities said that smart phone apps policies get harmed their privacies , 66% of Business Department said that smart phone apps policies get harmed their privacies 50% of Computer Science that smart phone apps policies get harmed their privacies while 20% of education students said that smart phone apps policies get harmed their privacies , While Overall, 57% of students said that smart phone apps policies get harmed their privacies.

Do you think that Peoples' privacy get harmed through smart phones apps? * Age Cross tabulation
Count

	Age			Total	
	17 to 19	20 to 24	25 to 29		
Do you think that Peoples' privacy get harmed through smart phones apps?	Yes	5	32	4	41
	No	2	13	0	15
	Uncertain	3	13	0	16
Total		10	58	4	72

50% of students from (17-19) years of age said that smart phone apps policies get harmed their privacies 55% of students from (20-24) years of age said that smart phone apps policies get harmed their privacies , 100% of students from (25-29) years of age said that smart phone apps policies get harmed their privacies , while overall 56% of students said that smart phone apps policies get harmed their privacies.

Discussion & Analysis

According to the survey taken in this research that how much times you spend time on Smartphone , it proved that 68% students believe in Technology acceptance model which is the degree to which a person believes that using a particular system would enhance his or her job performance". Now , Uses and gratification theory , This theory proved in my research because people are using smart phone , cause media and television promote the smart phones and its applications , and shows that if you use this you can able to communicate anywhere with anyone and got what and where you want. Diffusion of Innovation is also proved in my research because adoption of smart phones and apps in our society and the reason of the acceptance of the innovation to gain evolution and sustainability .It also proved the media richness theory media is the source who give good and fast way to give information and knowledge .so, smart phone as a medium and its different apps are the good source may be the best source of knowledge or communicate or to be aware .Also Social cognitive theory is proved in this research because according to this theory that a person behavior can change or may affect our social life , with friends and families . If they are using smart phone so, he will do the same .and that is the reason people are using so much apps and smart phones because their friends their families are using smart phone.

This research is based on how many students using smart phones and why ,so according to the survey 56% percent of students using smart phones because of social media and its proved the theory media system dependency theory that person goes towards media to covet its needs, and soon becomes inseparable from it and becomes completely dependent on the entertainment and information that is easily available to him through internet so, students , teachers and other people who are using smart phones and now can't even able to imagine without a life excluding Smart phones . because they are totally dependent on smart phones, fib , whatsapp, and other social media or any shopping or games websites etc. They rely on smart phones and their life is nothing without smart phone so, we can say that this theory is totally applicable on my research. It also proved the media richness theory which is media is the source who give good and fast way to give information and knowledge .so, smart phone as a medium and its different apps are the good source may be the best source of knowledge or communicate or to be aware, people can get good information in a swift way even now a day's face book and twitter give more swiftly news then television. It also proved that social cognitive theory because according to this theory that person behavior can change or may affect our social life, with friends and families. If they are using smart phone so, he will do the same .and that is the reason people are using so much apps and smart phones because their friends their families are using

smart phone. It also proved Diffusion of Innovation because adoption of smart phones and apps in our society and the reason of the acceptance of the innovation to gain evolution and sustainability So, students are using new technology in the form of apps and smart phones.

According to this survey ,Which popular apps you like the most. 86% of Both KU and SMIU students said they like to use apps (face book , whatsapp and instagram) .It proved the social cognitive theory because according to this theory that a person behavior can change or may affect our social life , with friends and families . if they are like to use face book , whatsapp and insta so, he will do the same .and that is the reason people are using so much apps and smart phones because their friends their families are using these apps. It also applied cultivation theory in my research because people are using smart phone because of television , mostly when Apple launched iPhone apple 1 ,it was spread because of television. All the actors , politicians are using this so you can connect them directly . this is also the main reason. This research also proved the media dependency theory how person goes towards media to covet its needs, and soon becomes inseparable from it and becomes completely dependent on the entertainment and information that is easily available to him through internet .so , students are now total dependent on Smart phone apps like face book , whatsapp because they can get easily access to connect and talk about their studies through chats either.

According to this survey , have you ever read the privacy policy of apps. 84% of overall students of Both KU and SMIU students said that they never or sometimes read the privacy policy before installing an app. it proved the technology acceptance theory ,” degree to which a person believes that using a particular system would enhance his or her job performance”.

Students believe on smart phone apps is huge but they do not even read the privacy policy which is a very dangerous sign. It’s also proved the uses and gratification theory because this theory is based on how the people tend to use the media for their benefits and usage. The man uses the media to cope with his needs of entertainment and decreasing the communication gap. Media promote these apps to use that are why students are using. It also proved the Unified Theory of Acceptance and Use of Technology aims to explain user intentions to use an information system and subsequent usage behavior. The theory holds that there are four key constructs: 1) performance expectancy, 2) effort expectancy, 3) social influence, and 4) facilitating conditions. Students use because it give them swiftly answer, fast connectivity , easy to use , this theory have a big impact. The theory of reasoned action (TRA) is rejected in this survey because it tells the relationship between attitudes and behaviors within human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior , means there are some people or students who are not using smart phones or apps because they know that its harmful but according to above survey it is rejected because the number of user are 84% without knowing the privacy policy.

According to this survey what do you think of privacy policies of apps. 49% of overall students of both KU and SMIU students believe that apps privacy policies are security risk , but they also said that it is necessary and some said that they do not know, so its proved the agenda setting theory which talks about the repetitions of a news sets a hype to it and makes it sound more interesting and important to the viewers. This sets of an anarchy and panic about a certain topic and makes the news more and more prominent and relatable with every second that goes by. So , we can say that people are not aware the true point but they just using without any check and balance. This research proved Media System Dependency theory that how person goes towards media to covet its needs, and soon becomes inseparable from it and becomes completely dependent on the entertainment and information that is easily available to him through internet or TV. So we can say that people just dependent on these apps because they have not other options and they are not even care because mostly student said that everybody using this so Am I. It also proved the diffusion of innovation theory which The reason of the acceptance of the innovation to gain evolution and sustainability. So students are using these apps because of evolution and sustainability in the society and that’s the reason they are not taking care of privacy policies.

According to this survey Do you know that when you install new apps, it automatically cannot just access on your whole data and microphone , camera but also all your apps data , contacts information, gps sms/mms etc in their computers 60% of students of both KU and SMIU students do not even know or have the idea that Smart phone or its apps can easily access their whole data whether it is pictures , videos, sms , calls, whatsapp, place u are ,they asked u before accepting the policy that we can access your both cameras , your microphone, your GPs , your Sims Data even your wife or contacts numbers . and mostly people did accept without even care because they are ignorant and that shows there credibility as a student. This survey proved mostly my selected theories. Technology acceptance theory because they think smart phone apps can change your life and you are free from efforts so they just see the benefits instead of the very dangerous

privacy policies and now they do not even care because they always say that everybody is doing so Am I. it proved Media system dependency theory , defines that how person goes towards media to covet its needs, and soon becomes inseparable from it and becomes completely dependent on the entertainment and information that is easily available to him through internet or TV. So we can say that smart phone and its apps users are totally dependent on apps and without using apps like fb , whatsapp and instagram they are not even imagine , cause they totally rely on it. So it doesn't matter in that sense about what the apps user does with their data . It rejected the theory The theory of reasoned action (TRA) in some manner because it aims to explain the relationship between attitudes and behaviors within human action. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. Because if you say that 60% students do not even know what is actually the privacy policy is so how this theory is applicable cause the rest must have to use the smart phones because they forcing psychological and the reason is simple .

According to this survey , Do you think that Peoples' privacy get harmed through smart phones apps? * Department. 57% students of both KU and SMIU students said that privacy gets harmed because of smart phone. It's a similar question but in different sentence but the most interesting thing that now students said that smart phone might be harmed for their privacy and in my opinion they are saying this because of the research question they got the idea because before they said they do not know. So first thing is that research either changes the minds, it proved Social cognitive theory because it says that a person behavior can change or may effect to social life , with friends and families . if they are using smart phones apps so, he will do the same .and that is the reason people are using so much apps and smart phones because their friends their families are using smart phone. It also proved Uses and Gratification Theory this theory is based on how the people tend to use the media for their benefits and usage. The man uses the media to cope with his needs of entertainment and decreasing the communication gap , so, because according to above survey they students said that smart phone apps may harm their privacy policy but they are using because of one theory and that is uses of gratification cause It give us the other picture that if you use this you can easily communicate with others and can work easily and more swiftly . It also proved the agenda setting theory that Around 1960s Shaw and McCombs formulated a theory by the end of their researches that was named Agenda Setting Theories, the theory talks about the repetitions of news sets hype to it and makes it sound more interesting and important to the viewers. This sets of an anarchy and panic about a certain topic and makes the news more and more prominent and relatable with every second that goes by. So , what if students know that privacy policy harmed their privacy , every politician ,every artist every actor are using these apps so students are their followers so, they will use either and they are not even care about it cause they say everybody is using so am I.

Conclusion

My research is proving my hypothesis is “An analysis of smart phones apps usage trends among the students of four/five specific departments of SMIU & KU.” “Smart phones apps can easily access and use your phone with or without your permission” And my objective is how many students know about privacy policy of smart phones apps and read the policy before accepting any application policy. I found that 84% students from both SMIU and KU are not read the privacy policy before accept any privacy policy. 60% or more do not even know that smart phone apps can easily access your Smart phone data because you gave them permission to access. So, I can say that my Hypothesis is proved.

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