



Texting Behavior

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iMessage



Running head: TEXTING BEHAVIOR

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Introduction

Since 1992 texting has been the new craze everyone is talking about and doing, today in 2017 you will even see toddlers as young as 2 years old playing on a cell phone, 12 year olds texting each other and grandma's messaging on Facebook. Many people do not even realize how many times a day they send out a text or how much having a cell phone affects their day or even life. Research shows how much you're affected.

Some studies have shown that many people are uncomfortable when separated from their phone or even when they feel like they cannot send out a text message. One study even shows a difference in age groups of who feels uncomfortable and who does not when they cannot send or receive a text (Fallon, Walsh & Fleming, 2016).

To conduct our own research, the Pink Ladies conducted a cross sectional survey of how much one person sends or receives text messages, to whom they send their messages to and what they are sending. Does owning a cell phone affect their lives?

The research evidence shows that the majority of millennials who were involved in the survey do not allow cell phones to affect their lives. The purpose of this research is to examine if people are texting too much and/or are addicted to it and if it is changing their lives.

Literature Review

Throughout many years the evolution of technology has managed to make interactions an instant connection; making communication obtainable in a matter of minutes or even seconds. Evolution is a great thing to have happening in the 21st century. However, many question the effects this modernization has on society. Specifically in terms of texting behaviors.

A large amount of studies have been performed to test the effects of texting on social behaviors. In previous studies it has been found that younger generations between the ages of 18-25, find text messaging to be the most appropriate communication forum for all situations and are more likely to use texting over face-to-face or phone conversation (Forgays, Hyman, & Schreiber, 2014). This is where many may question this new modern form of communication, where will it lead the future generations? Will it leave society in a loss; lacking social skill or is it a benefit for society?

Among many other studies, results showed Millennial's have a higher amount of text messages sent in a day than other generations such as Generation X or Baby Boomers. Within these studies it was found that many of the Millennial generation demonstrate high results of potential anxiety from having to be away from their technical devices specifically their phones. On the contrary when testing other generations like Generation X and Baby Boomers they had no trouble being away from their cell phones (Fallon, Walsh, & Fleming 2016). This study showed that the high result of potential anxiety can be a cause of being "digital native" or "digital immigrant".

Much of the concern society has with the modernization of texting, rests in the prospect of addictive behavior to texting. Abdullah J. Sultan (2014) discussed risks of addiction to mobile text and texting messaging applications. From 553 who took the survey it conveyed a concern suggesting those individuals may become addicted to the social support function from these applications. The study particularly examined two areas, social anxiety and extrovert personalities. It indicated that text messaging allowed them to feel social although not really

putting themselves out to socialize in literal terms. Hence, it could potentially lead them to excessively overuse the text messaging functions.

From other studies within the addiction aspect is the study conducted on college students, where it showed a possible negative affect, as it made their academic performance decrease while increasing addictive behavior toward their smartphone. This study demonstrated the disturbance of daily-life activities and an increase of impatient behavior among students because of intense smartphone use (Afrin, Arefin, Islam & Mustafi, 2017).

The addictive behavior of texting has brought a sense of concern for society particularly looking at the Millennial generation. In a study conducted by Harrison (2011) it was found that 91% of college students have reported to practice texting while driving. It was also reported that many admitted going above speed and drift because of the urge to send a quick text message.

Although in many studies it has frequently shown a negative aspect texting can have on social behaviors; In a study discussed by O'Bannon (2015) where 245 teachers from the University of Kentucky and Tennessee surveyed 46 students, receiving teacher generated text messages on the course material, found that the use of phones to communicate via text messages lead to a higher engagement and motivation from students. Making text messaging communication a benefit as it brought supporting interactions, communication and collaboration between the teacher and students.

Methods

Our group conducted a survey in order to analyze the causality of texting behaviors among cell phone users. The survey received 174 participants and the responses were analyzed electronically through Survey Monkey.

Sample

In this study, the participants of the questionnaire were random, anonymous, and were able to access the survey through many different social media sites. According to the results from the study, the majority of participants were 80% female compared to 20% male participants. Male participants made up 36 out of 174 participants while female participants made up 138 of the responses.

Responses to the age of the participant, all of which had to be 18 years or older were as follows: Majority of male participants at 55.56% were aged 23 to 28 years old followed by 18 to 22 years old at 22.22%, while the majority of female participants were 18 to 22 years old making up 48.55% of female responses, with 23 to 28 year olds following at 26.81%. All 174 participants stated they do own a cell phone, with only 1 female stating she does not use text messaging. For the frequency of text usage more than half of both genders, 52.78% males and 61.59% females stated “always” that text messaging is their go to form of contact and interpersonal communication.

Procedures

To begin our study, the group first posed our research question: what is the causality of texting among cell phone users? After our research subject was chosen we began our pre-research by deciding what our main areas of research sections would be and divided the topics amongst each of the group members.

The topics of research included the history of texting, age and gender differences, benefits of texting, consequences of texting, and texting addiction. After conducting background

research on each of the topics, we combined our research to create the complete study of the causality of texting.

Before creating the survey questions, the group established multiple variables that may affect the results of the survey and how they would vary from different participants. The variables included continuous variables such as age and frequency of use, as well as categorical variables such as gender and phone types of the participants.

Each group member created multiple questions regarding their section, then the questions were brought together as a whole. The group then created a survey comprised of 31 questions with approximately 5-6 questions related to each topic. Each member of the group electronically posted the survey to different social media and interpersonal communication outlets to create a wide random sample. The sites included Twitter, Facebook, Instagram, Snapchat, as well as to different collegiate groups such as the Fresno State Book Trade and Advice Facebook group, an email to colleagues, as well as posting the survey on a Fresno State sorority page.

Results of the survey were input into the survey monkey analyzation tool and results were compared by gender as well as a total population.

Measurements

The questionnaire measured responses differently based on each section of the survey. For the first section, the questionnaire asked demographic questions such as the sex and age of participant. The answers were measured nominally according to the responses.

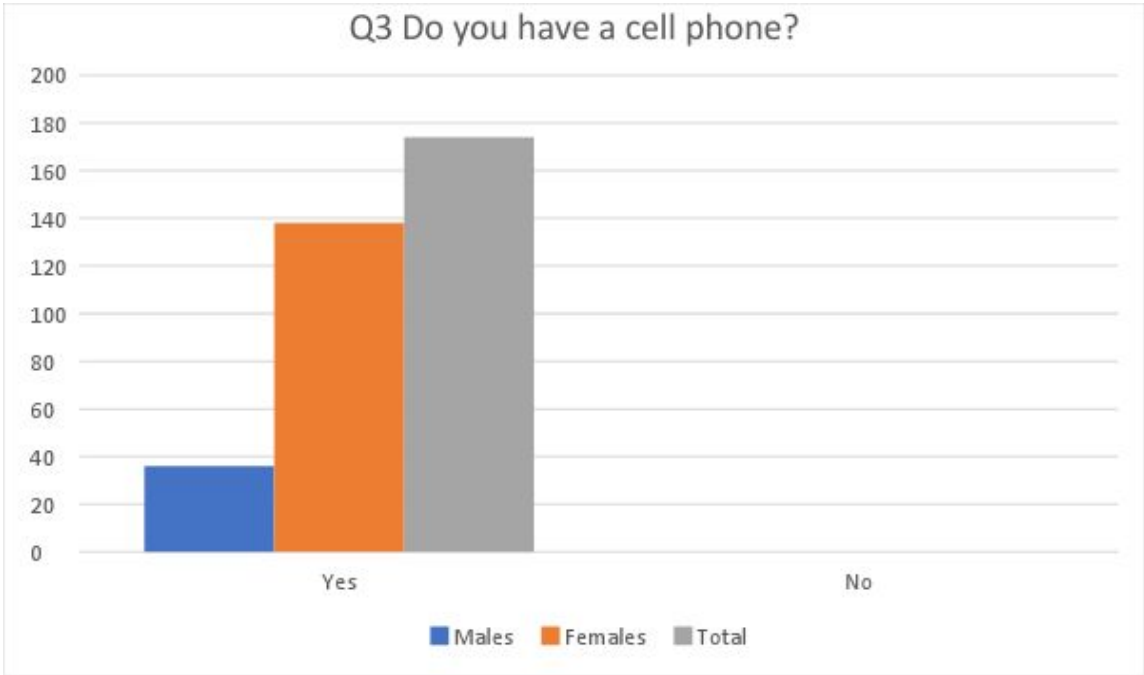
The next part of the questionnaire asked participants if they owned a cell phone, how long they have owned the device, how they use it, and what type of cell phone they owned. These responses were measured using both nominal (yes/no) and interval scales.

Next, the survey specifically asked participants about their texting habits such as if they use text messaging, how often they text, and whom they text. These questions were measured using both nominal and interval scales again. Next, the questionnaire asked participants for the benefits of texting, and how the participants feel texting affects their daily lives.

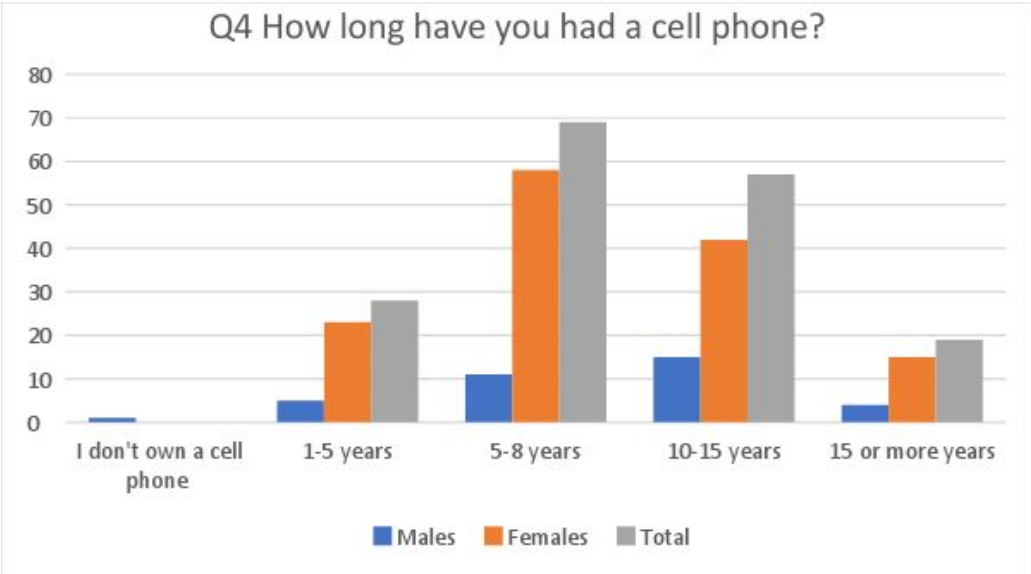
For many of these questions, the “Likert Scale” was used as the interval measurement of choice such as asking the participant to respond, “strongly agree, agree, neutral, disagree, or strongly disagree”. Participants were given the opportunity to write a specific response regarding their answers to the Likert Scale or if they specified “other”. These responses were measured using a nominal scale.

Finally, the survey asked participants about the consequences they have experienced due to their cell phone and texting use, and their position on subjects such as texting and driving. The responses were once again measured using nominal, interval, and the Likert Scale as measurements.

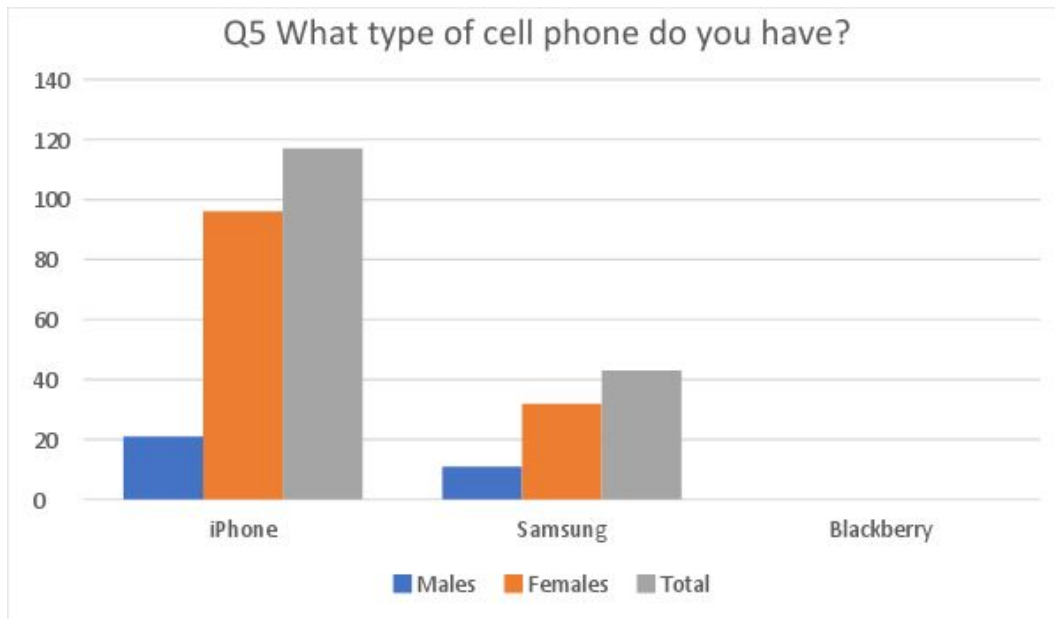
Texting Results



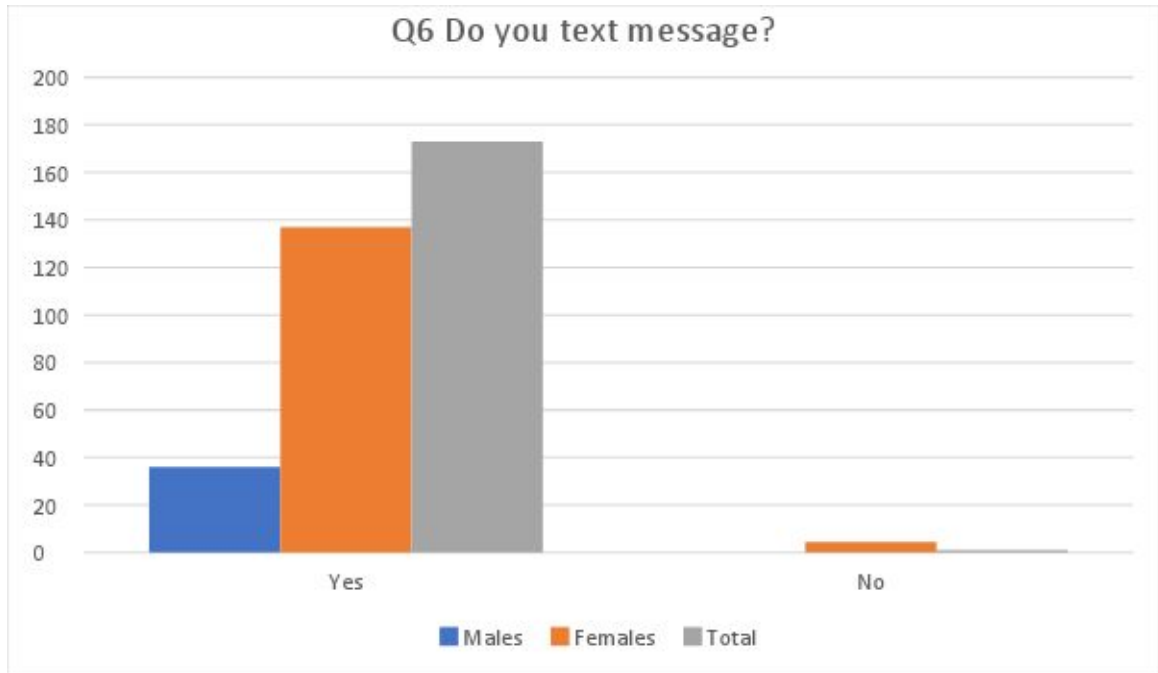
Our first two questions covered sex and age. In which our third question asked, do you have a cell phone? Results showed that 174 of our survey participants answer yes, they did own a cell phone. It was equal between both sexes, yet females covered 79% of the total and males covered 20%.



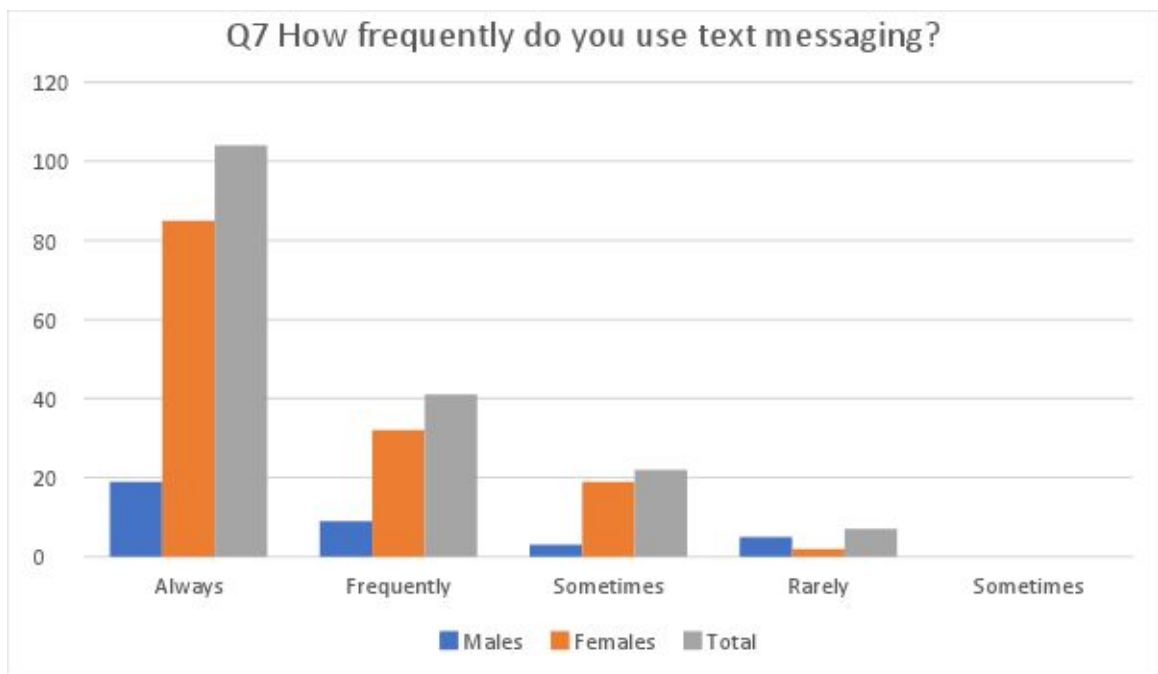
The fourth question asked, how long have you had a cell phone? Results showed that 40% over all said they had their phones between 5-8 years, 32% had their phones 10-15 years, 16% had their phones for 1-5 years and 10% for 15 or more years. Out of that 40% it was an average of males who had phones longer between 10-15 years while females had their phones for an average of 5-8 years.



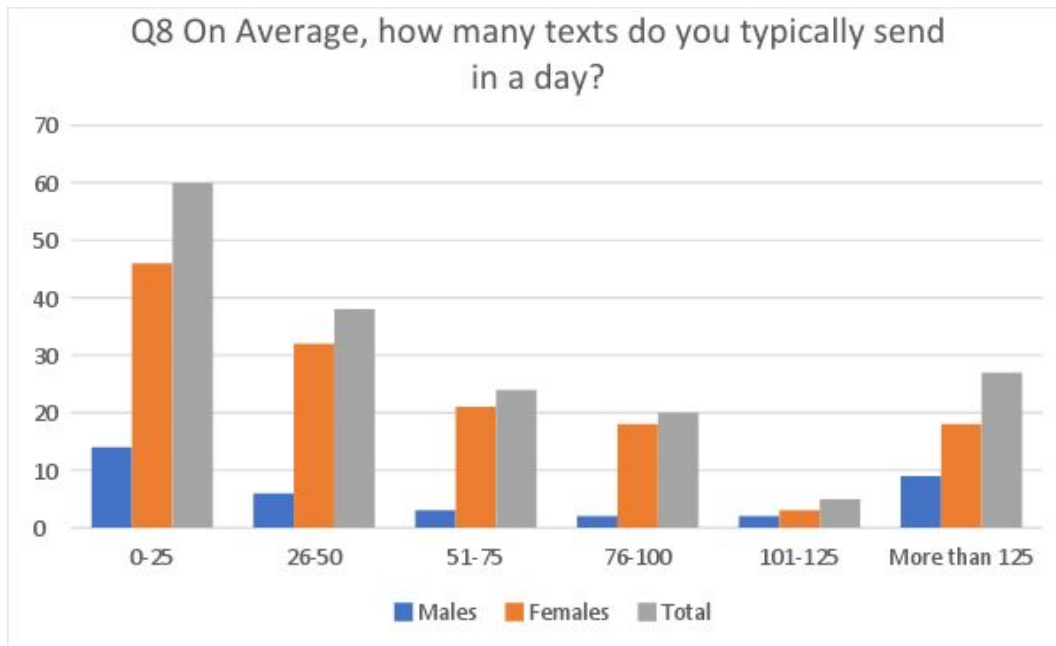
The fifth question asked, what type of cell phone do you have? Results showed that 73% of survey participants said iPhone and 26% said Samsung. Leaving 17 recipients who answered other in which some said they had a google pixel. Out of the females 75% had iPhone's and 65% of males had an iPhone.



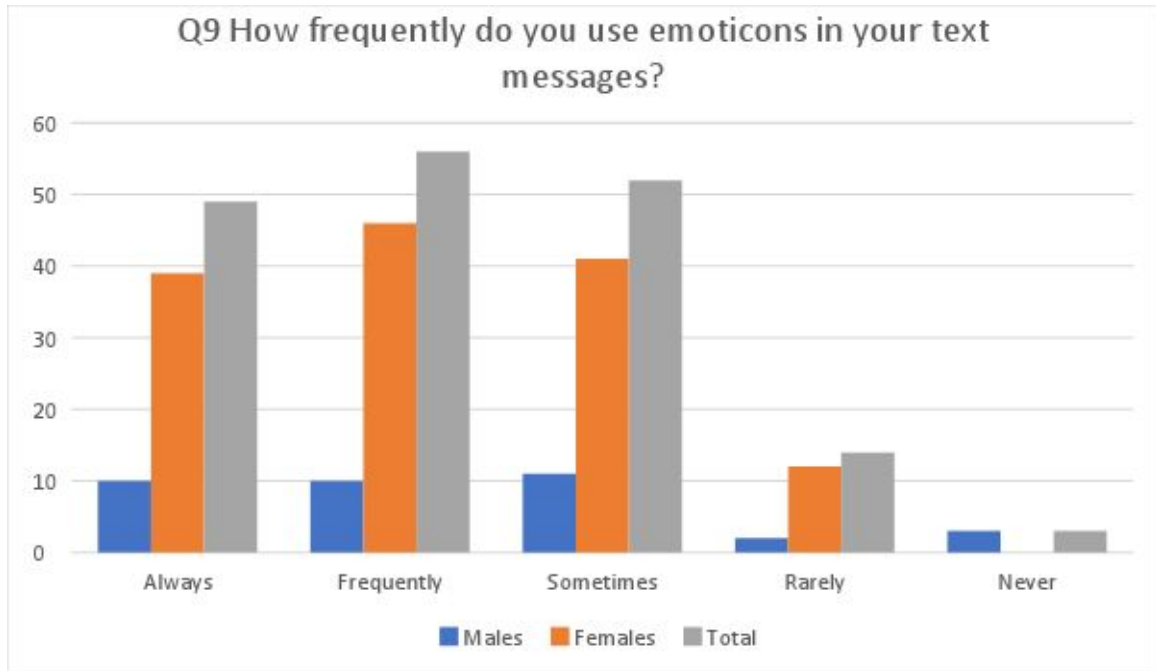
The sixth question asked do you text message? Results showed a fairly equal outcome in which 174 of the participants with 99% responded yes. The responses were about equal between both male and females. In which 36 male participants said yes and 137 females also said yes.



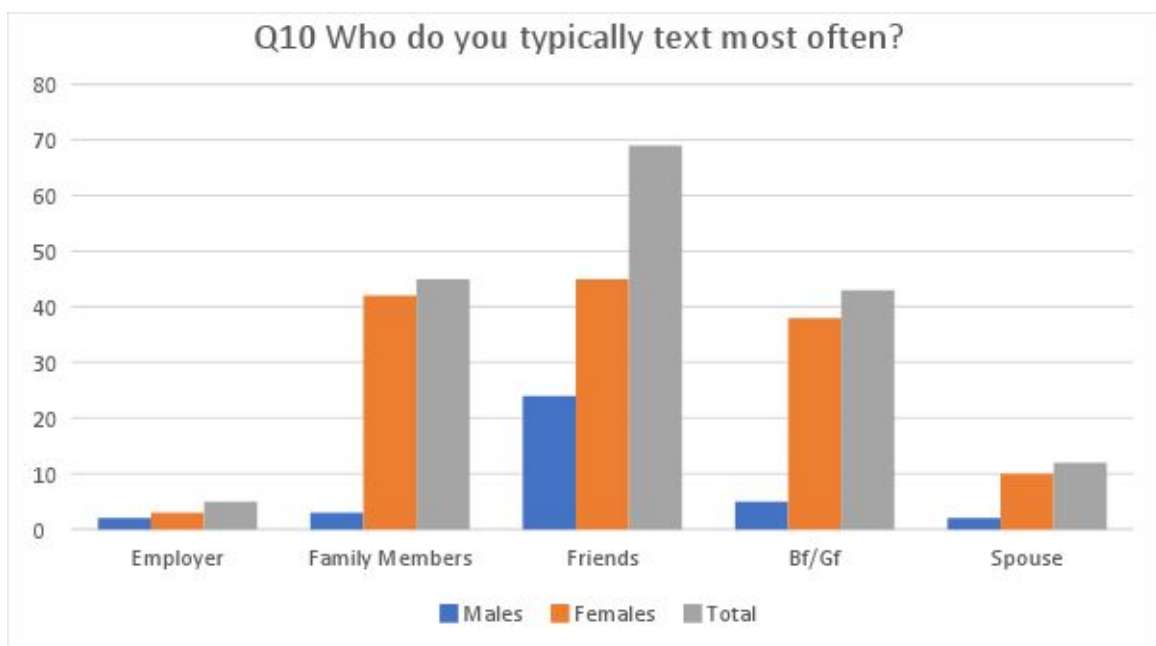
The seventh question asked, how frequently do you use text message? Results showed that 104 participants answered always, 41 said frequently, 22 said sometimes, 7 said rarely and said never. Over all 61% of females answered that they always use text messaging as did 52% of males.



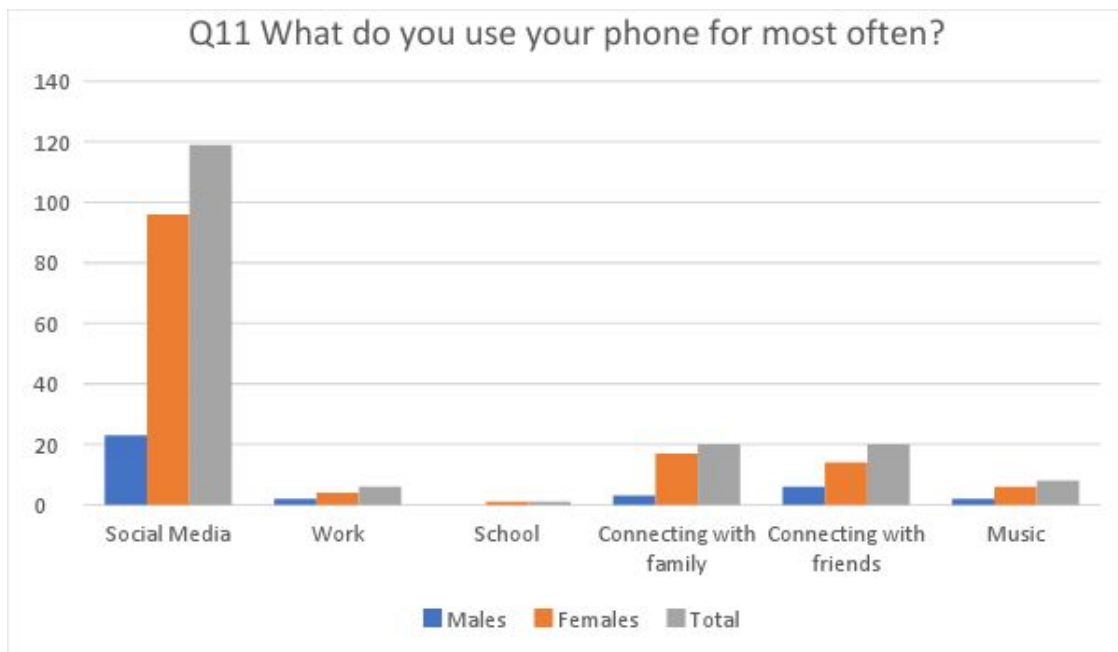
The eighth question asked, on average how many texts do you typically send in a day? Results showed that a total of 34% said 0-25 texts a day that was made up of 38% of males and 33% of females. This was interesting since less females used their phones for sending out text messages. For the rest of the average 21% said 26-50, 13% said 51-75, 11% said 76-100, 2% said 101-125 and 15% said more than 125.



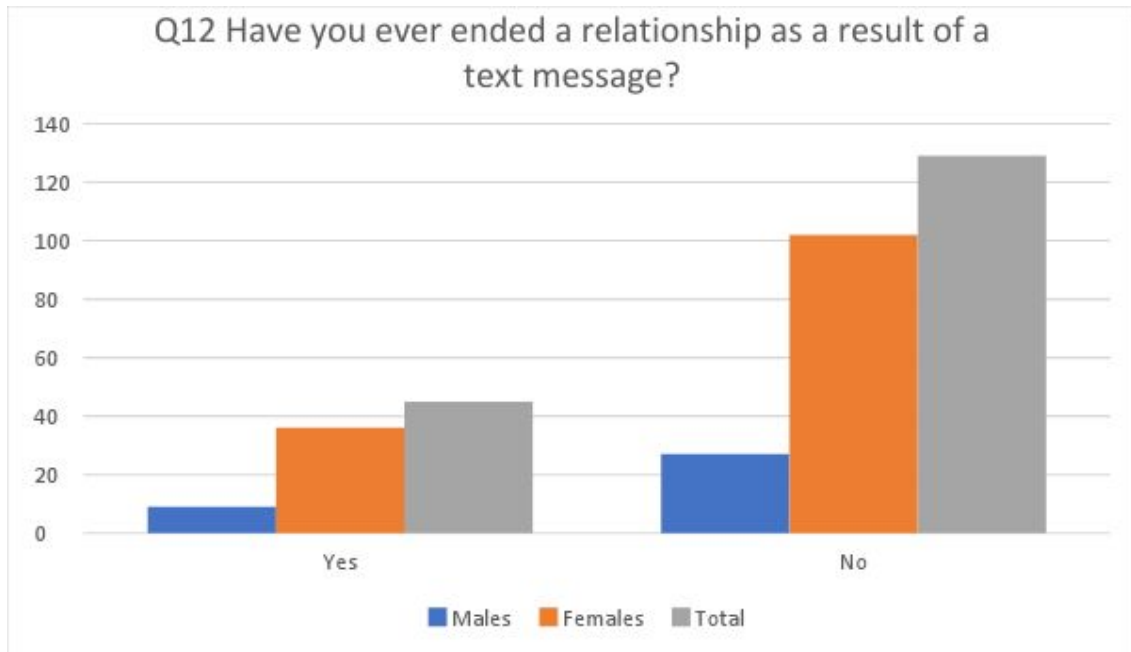
The ninth question asked, how frequently do you use emoticons in your text messages. Results showed that the responses were all very close to being tied, 32% said frequently, 29% said sometimes, 28% said always, 8% said rarely and only 1% said never. Most of the males answered sometimes with 30% and 33% of females answered frequently. Which is why frequently and sometimes came so close to being a tie.



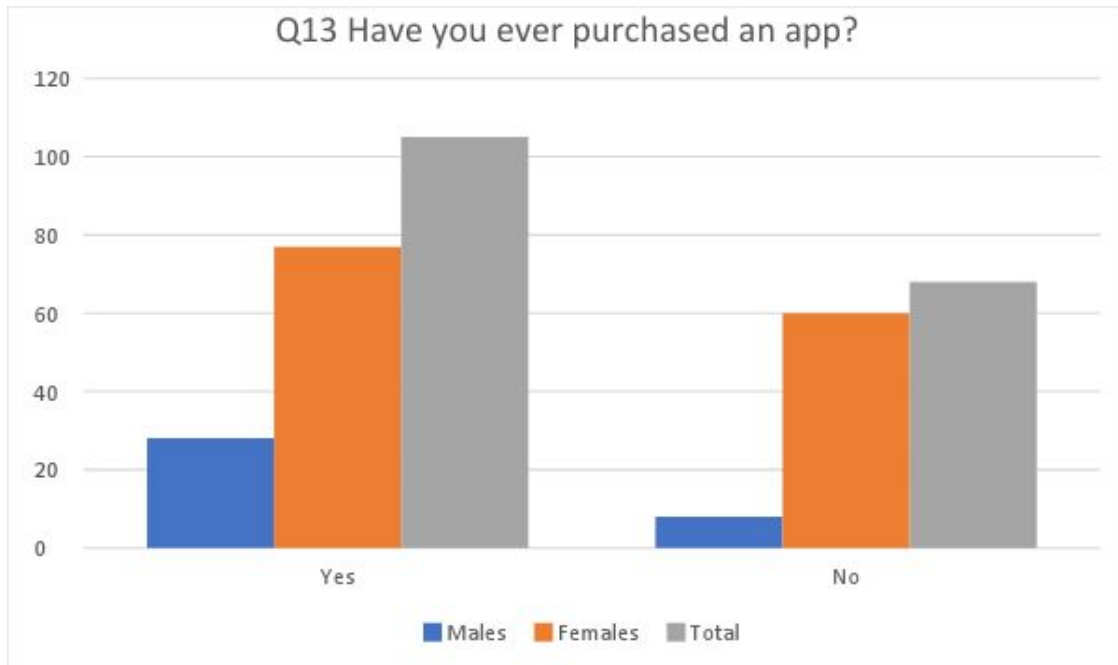
Our tenth question asked, 'Who do you typically text most often?' Results showed that an average of 40% of responses said friends. The next two were almost tied, family members had 25%, boyfriends/girlfriends with 24%, and spouse and employer had less than 10%. Most of the male's responses said that 66% texted their friends most often and only 32% of females texted their friends. The female responses came close to being equal with both texting their family members and boyfriends.



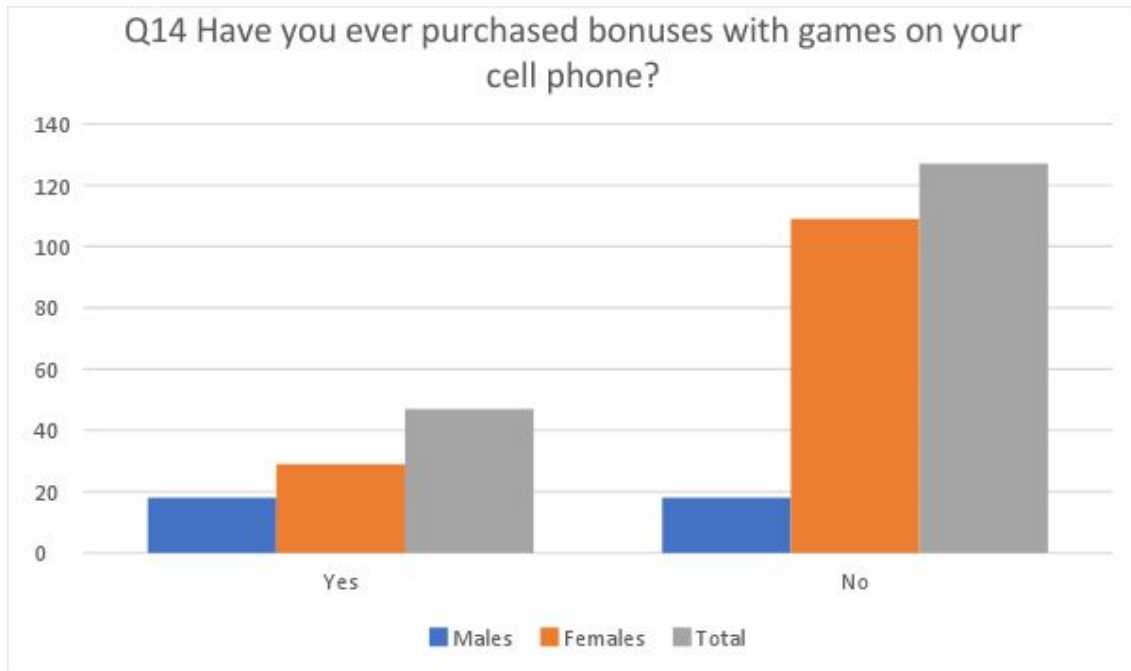
The eleventh question asked, what do you use your phone for most often? Results showed that 68% of responses said they mostly used their phones for social media. It was 69% of females and males at a close 63%. The second most selected response for females was family then friends. The males also had the same top answers but in the opposite order.



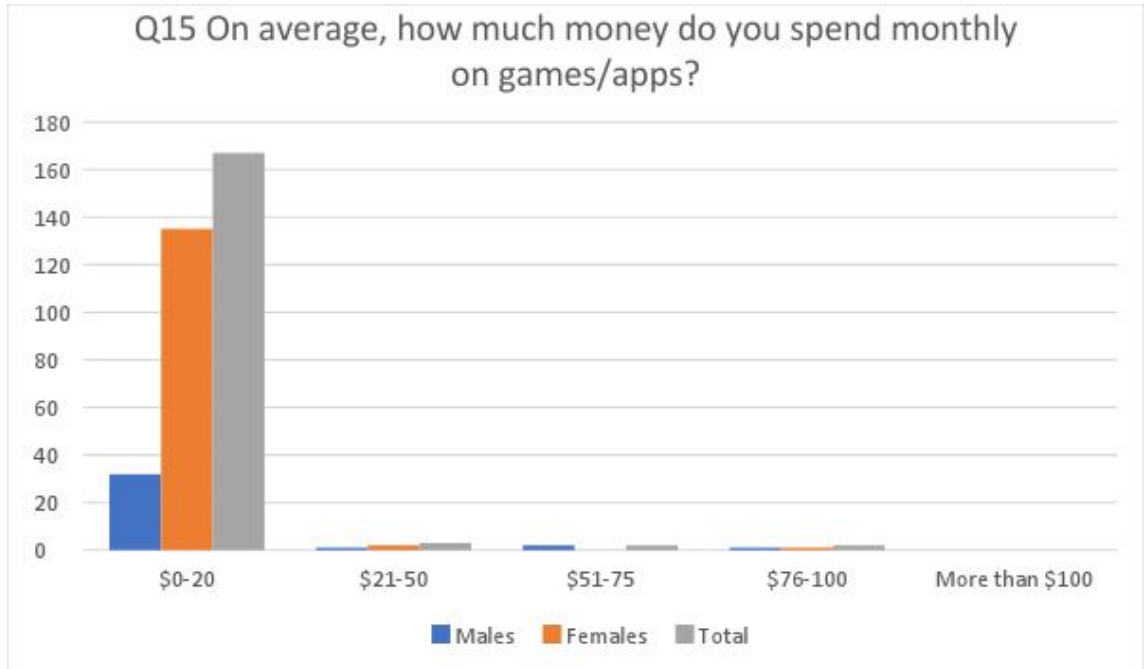
The twelfth question asked, have you ever ended a relationship as a result of a text message? Results showed that 74% said yes and 25% of responses said no. Out of the 74% that said yes it was 25% males and 26% females. The responses that said no were also very close to being equal between the males with 75% and the females at 73%. Overall, it was about half males and females who have ended a relationship as a result of text messaging.



The thirteenth question asked, have you ever purchased an app? Results showed that the overall response was 60% yes and out of that percentage it was 77% of males that responded yes. This wasn't a surprise since males are more commonly known to play video games. The females that also answered yes was 56% with a close 43% that said no that they have never purchased an app.

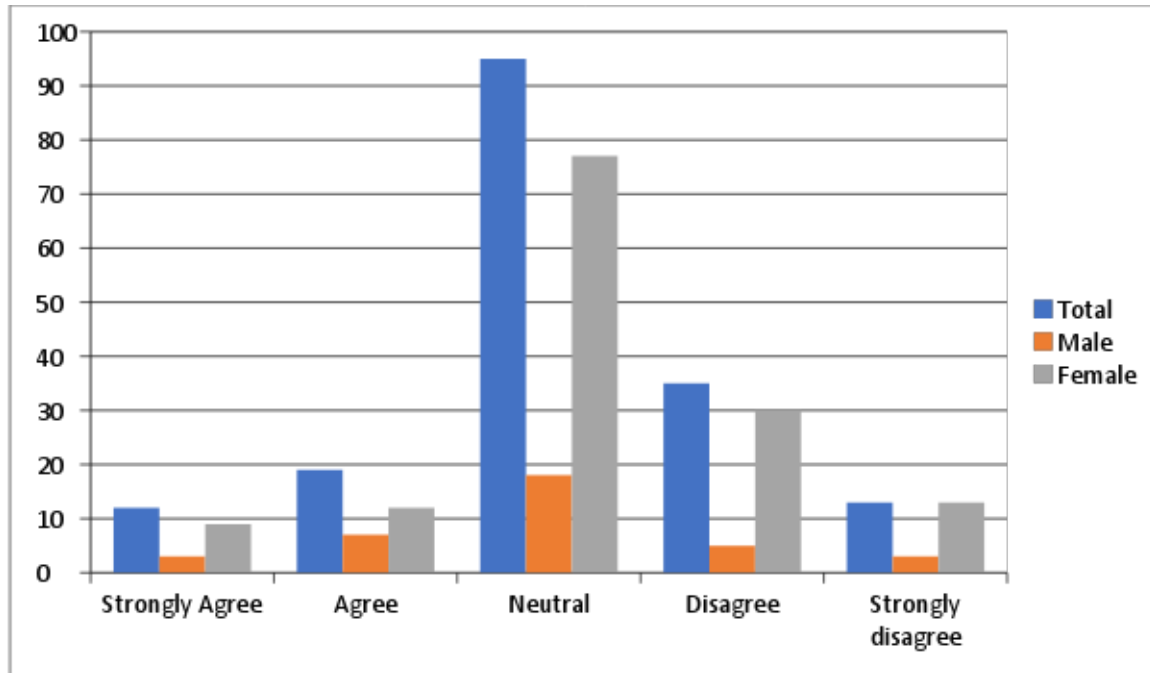


The fourteenth question was a follow up question that asked, have you ever purchased bonuses (coins, lices, etc.) with games on your cell phones? Results showed that a huge over all percentage of 73% of participants responded no. The males were perfectly even with a 50/50 who responded both yes and no. The females had 79% who made up a huge part of participants that responded no.



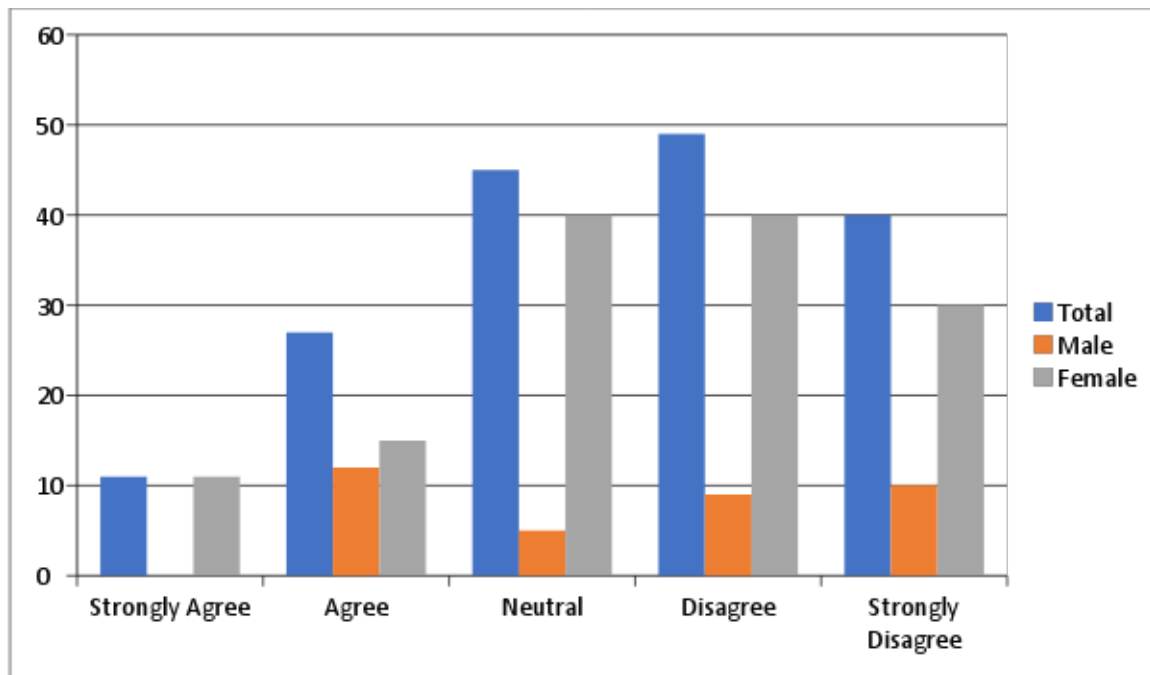
The fifteenth question asked, how much money do you spend monthly on games/apps the results showed that 95% of participants said \$0-20 which was made up from 89% of males and 98% of females. It was only one or two males and females that answered otherwise. So over all people are spending less money on games and apps a month.

Q16 I believe texting has helped my interpersonal skills.



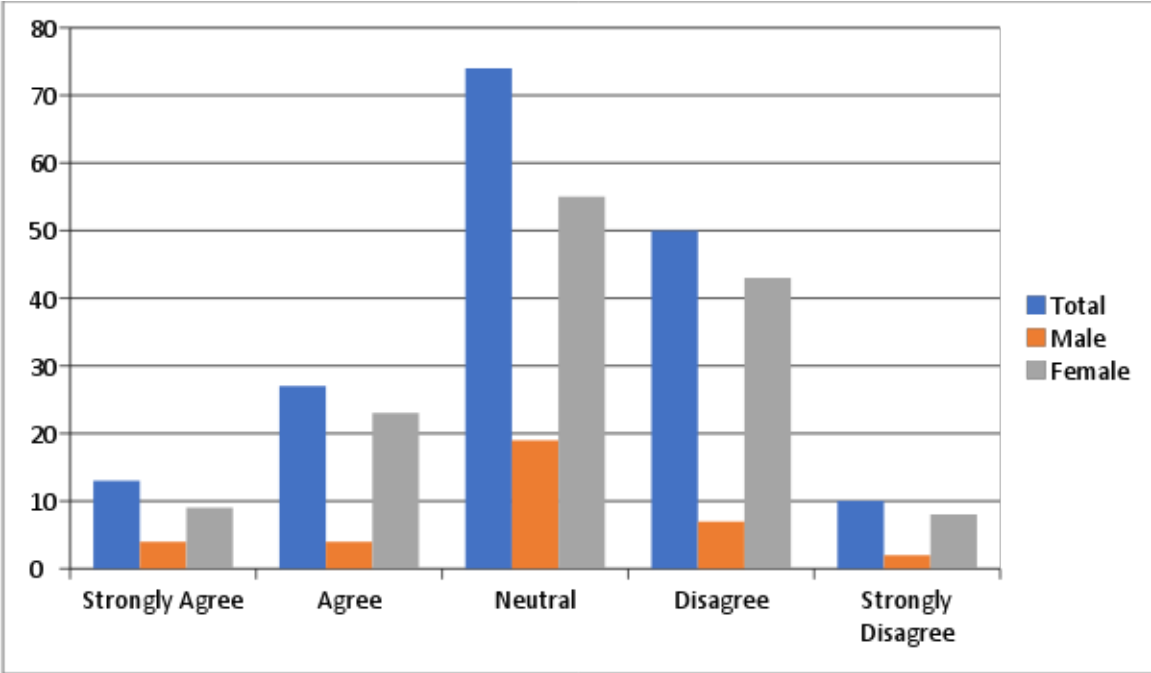
The bar chart illustrates the total of 21% male and 79% female believing that texting has helped their interpersonal skills. A total of 174 people responded and significantly the majority of the people (55%) felt neutral that texting had increased their interpersonal skills.

Q17 When dealing with complicated issues, I prefer to text message instead of talking face-to-face.



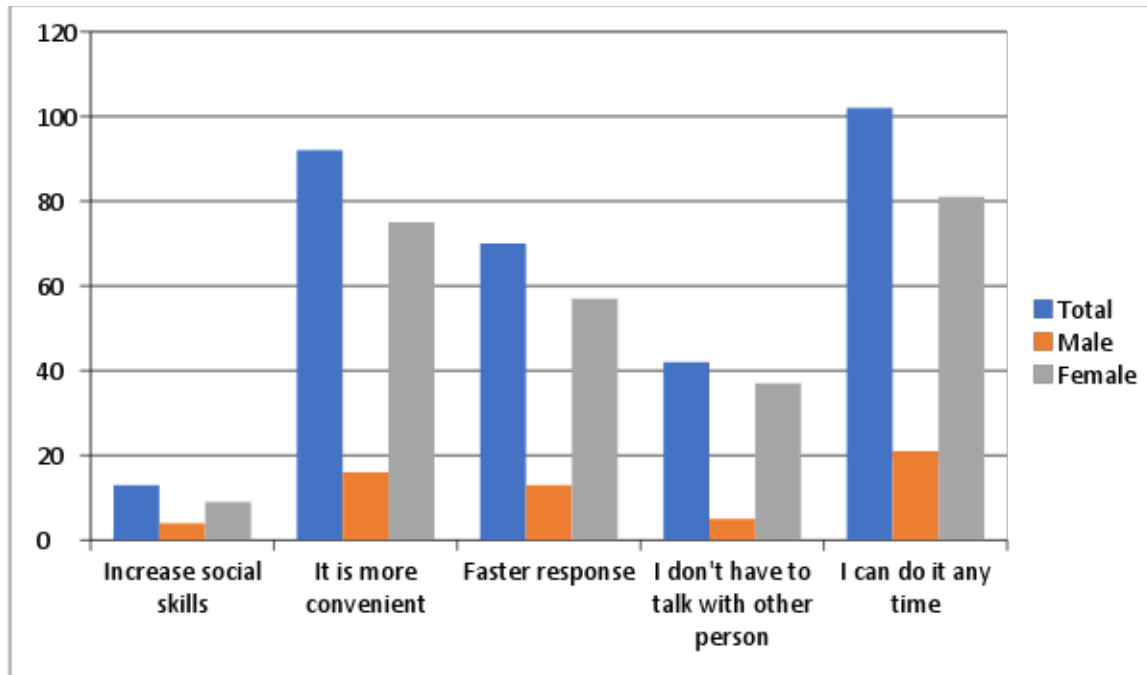
The bar chart illustrates the total of 172 responded, 21% male's and 79% female's preference of texting or having face-to-face conversation when a difficult situation occurs. When asked for an explanation, 111 male and female responded. Some stated that they prefer texting because they don't like confrontation and it is easier. Meanwhile some prefer face-to-face conversation because they believe that people can misinterpret the text message and it is better to handle those types of situations physically.

Q18 Texting has increased my confidence in communicating with others.



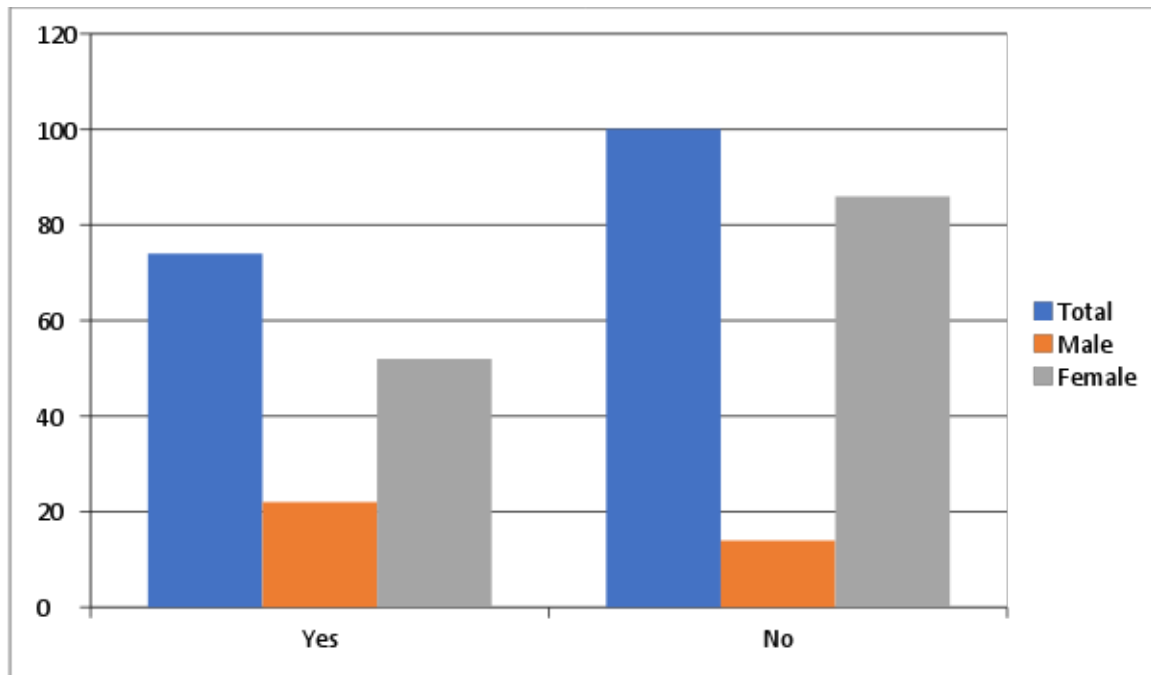
The bar illustrates that an average of 21% male and 79% female responded to the question. Surprisingly, half of the 174 respondents felt neutral that texting has increased their communication skills.

Q19 Which of the following reasons, if any, best reflect why you text? (select all that apply)



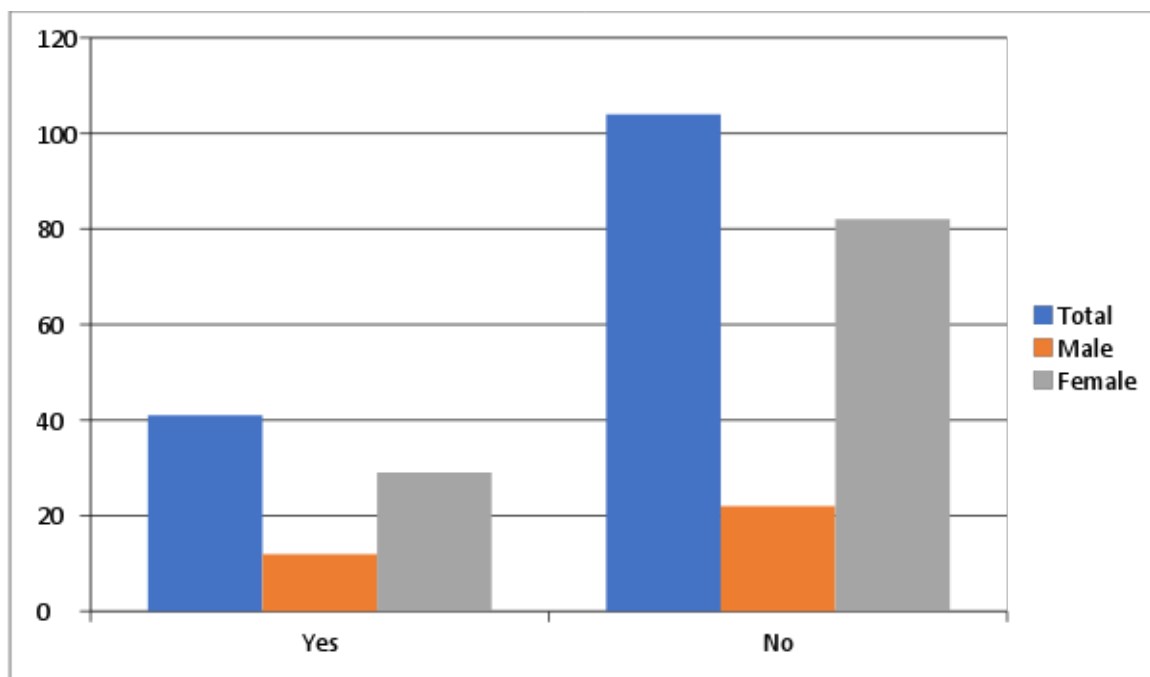
The bar illustrates that there was a total of 169 respondents to why they text. As a result, 7% of the people felt that texting has increased their social skills, 54% felt texting is more convenient, 41% felt that texting gives them a faster response, 25% doesn't have to talk with another person physically, and 60% felt they can text at any time.

Q20 Do you text while you are driving in the car?



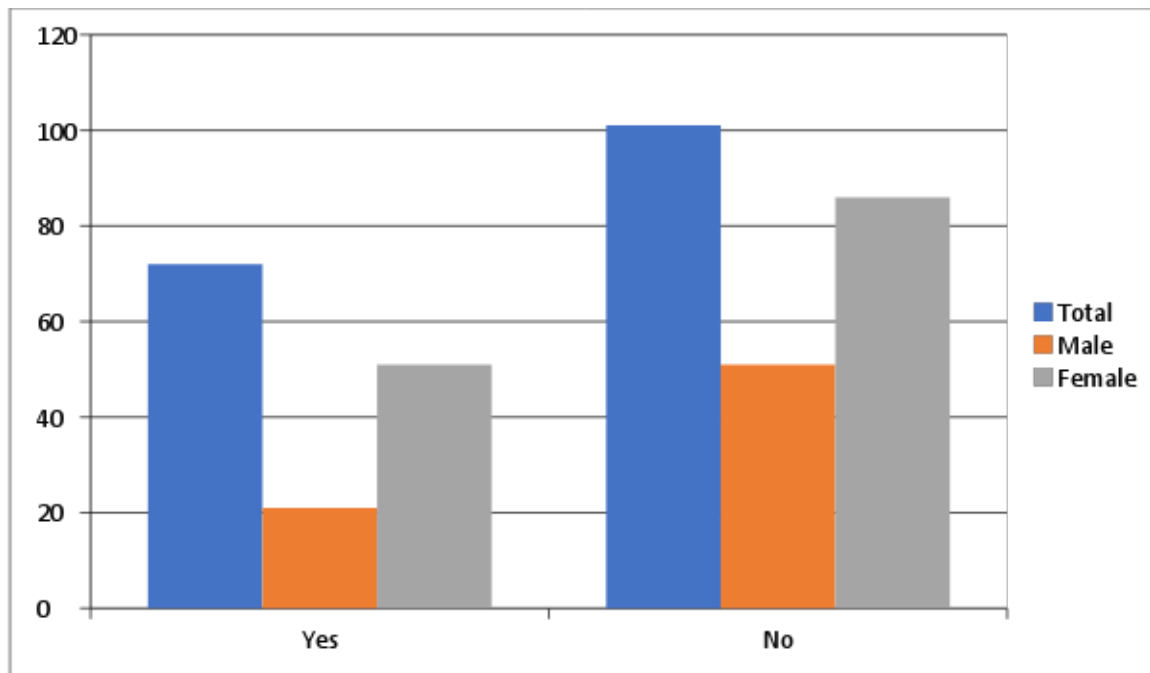
The bar chart illustrates that a total of 174 people responded. There was 43% of people stating that they do text while driving while 57% doesn't text. Of the people who answered "yes", there was an average of 61% male and 38% female. Those who state "no", it resulted that there was an average of 39% male and 62% female.

Q21 If you said yes on the previous question, do you use voice recognition instead of typing your text?



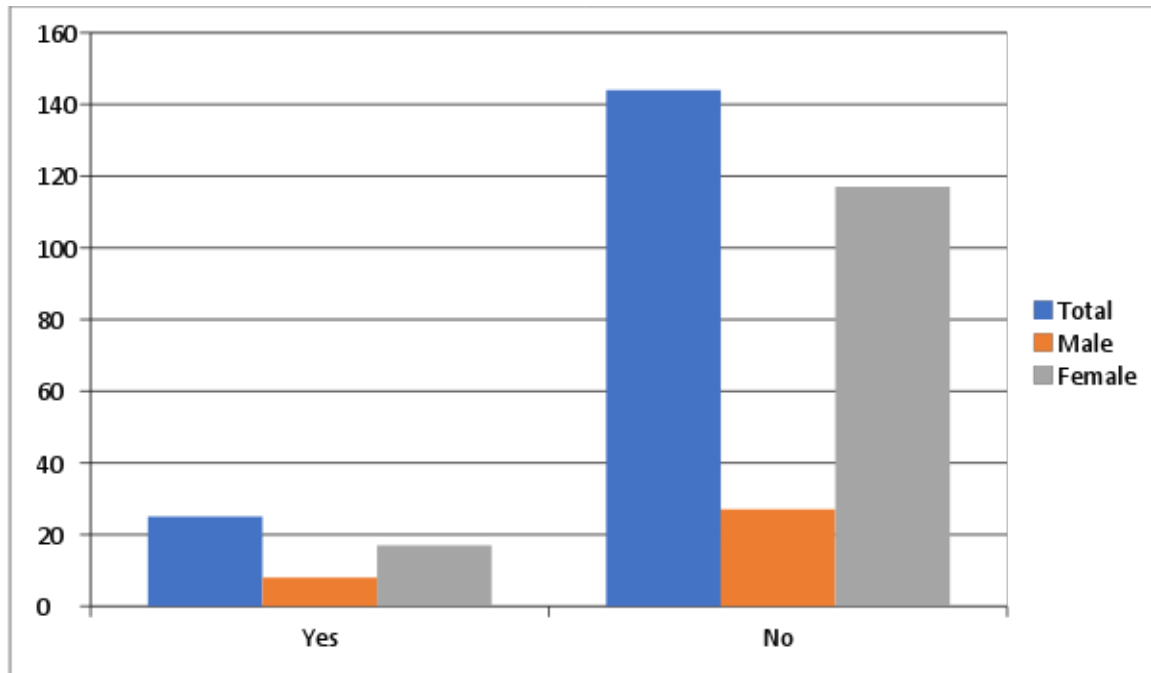
The bar illustrates that a total of 104 people stated “no” they don’t use voice recognition when texting. Within the respondents, there was 65% of male and 74% of females. Surprisingly, there were 41 people who do use voice recognition when texting, 35% of male and 26% female.

Q22 Do you text while someone else is in the car?



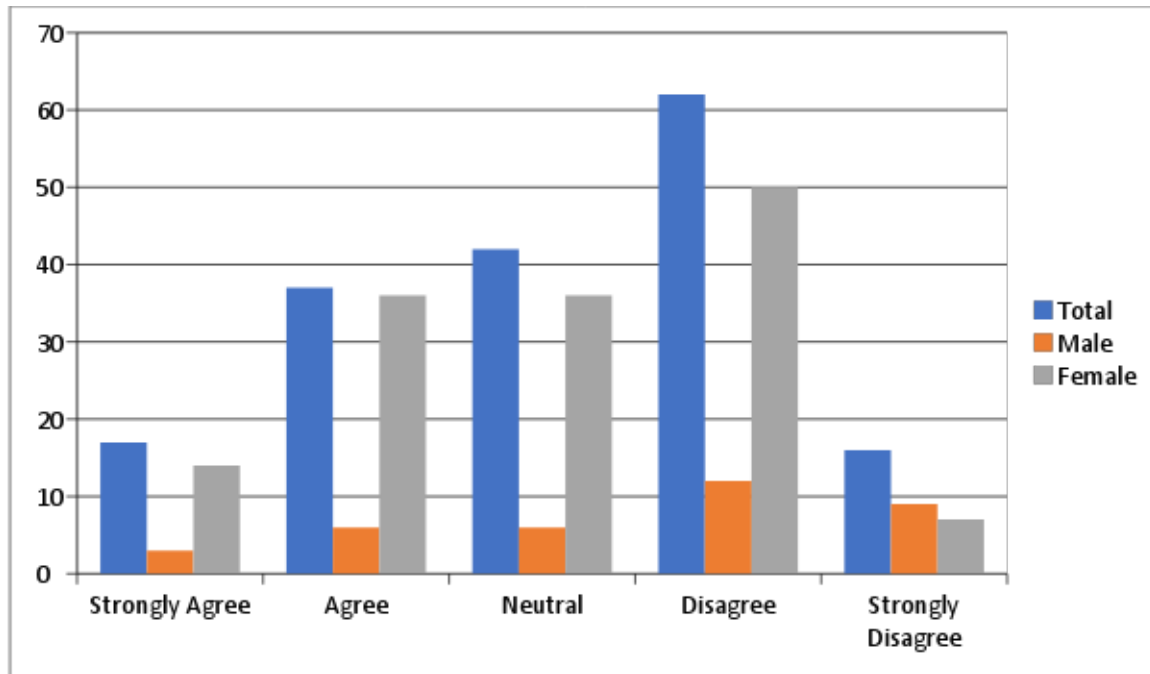
The bar illustrates that within the 173 respondents, 21% of males and 79% of females do text while someone is in the car, and 42% of male and 63% of females don't text while having someone in the car. Half of 30 males explained that they text because they felt they are cautious drivers, it's rude, and are responsible for people's lives in the same car. The other half of the males felt that they simply can and chose to text. Females on the other hand responded that they don't text while driving because it is illegal and dangerous unless it is important. Females who do text while driving stated that it is a habit.

Q23 Has texting and driving ever caused any consequences for you?



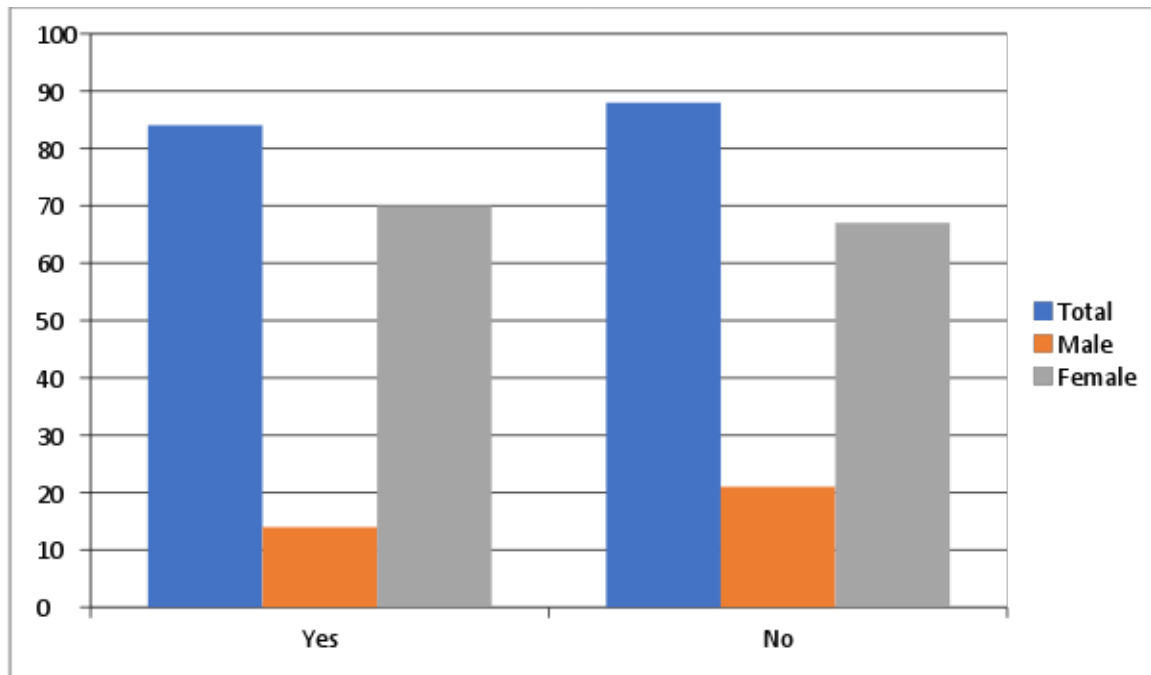
The bar chart illustrates that there were 169 respondents. On average 77% of male and 87% of females stated texting and driving had not caused any consequences. On the other hand, 23% of male and 13% of females stated that texting and driving had caused them consequences.

Q24 I believe the auto-correct function on my cell phone has negatively affected my spelling skills.



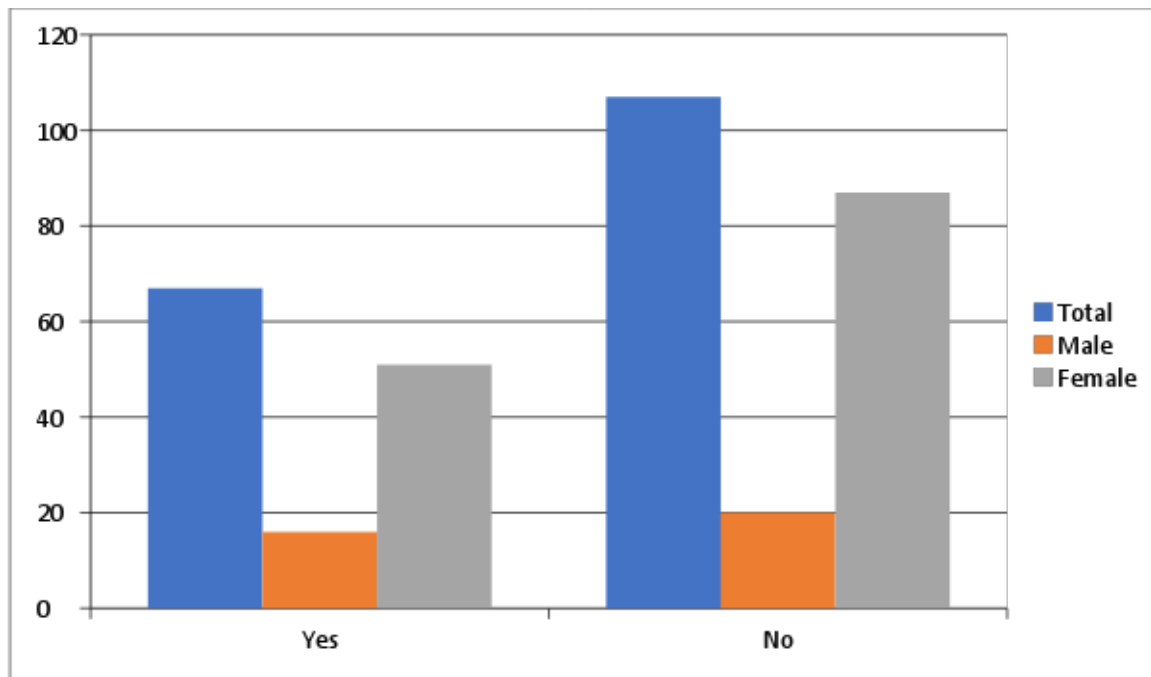
The bar chart illustrates that 174 responded if they believe auto-correct function on the cell phone has negatively affected their spelling skills. Majority, 33% of male and 36% of female, felt that the auto-correct has not affected their spelling skills. Those who strongly disagree were 25% male and 5% female. An average of 8% male and 10% female strongly agree, and 17% of male and 22% of females agree that auto-correct had affected their spelling skills. Those who state “neutral” were about 17% male and 26% female.

Q25 Has text messaging ever caused conflict between you and your significant other?



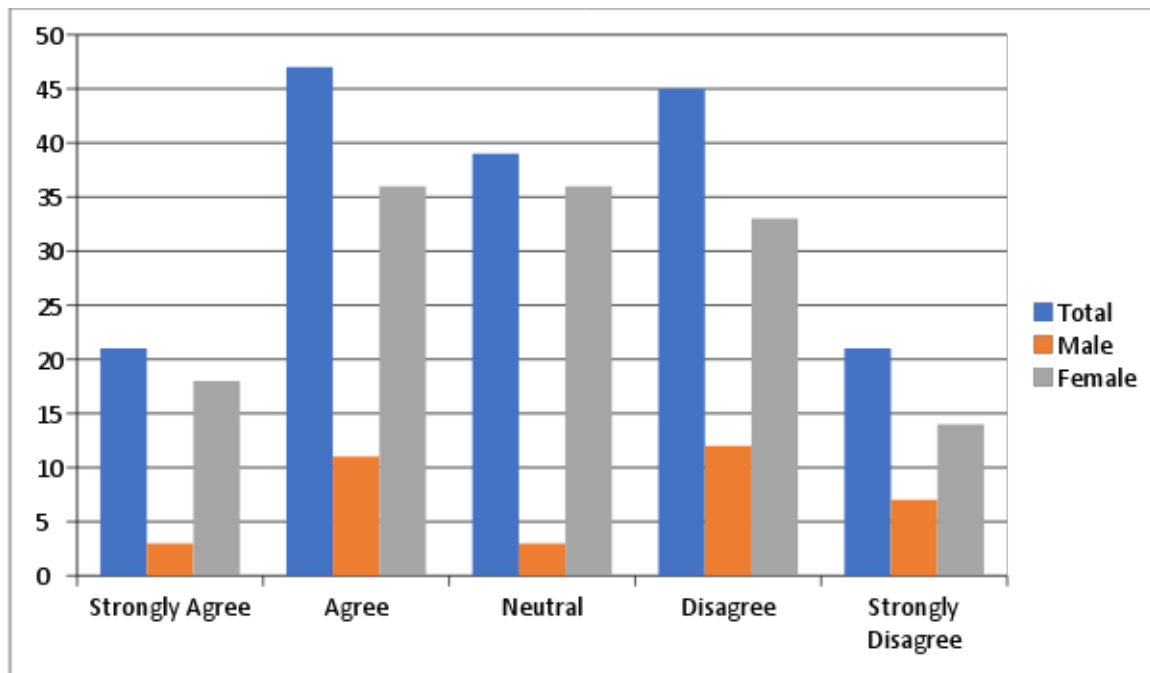
The bar chart illustrates that a total of 172 people responded to texting has or hasn't caused conflicts between the relationship with their significant partner. As a result, 40% of male and 51% of females stated that texting has caused conflicts between the two. Then 60% of male and 49% of females stated that texting hasn't caused any conflicts before in their relationship.

Q26 Do you ever lose sleep because of texting?



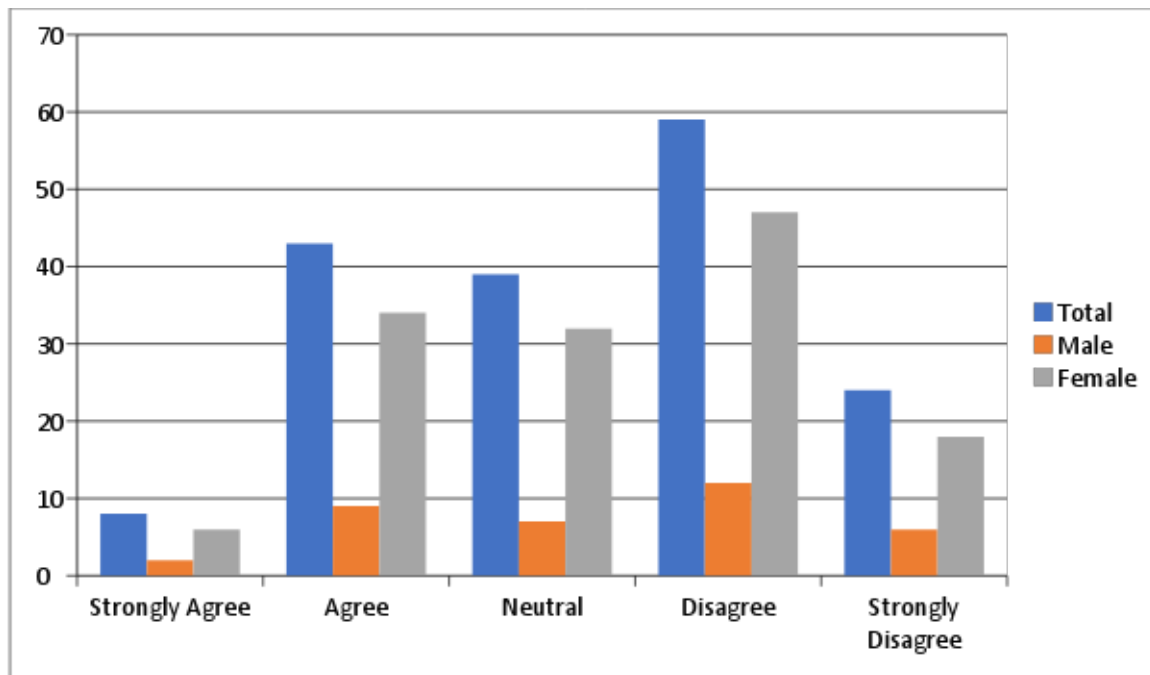
The bar chart illustrates that 44% of male and 37% of females loses sleep due to texting. Meanwhile, 56% of male and 63% of females don't lose their sleep because of texting. The outcome of respondents to this question were a total of 174.

Q27 Running out of battery in my smartphone would scare me.



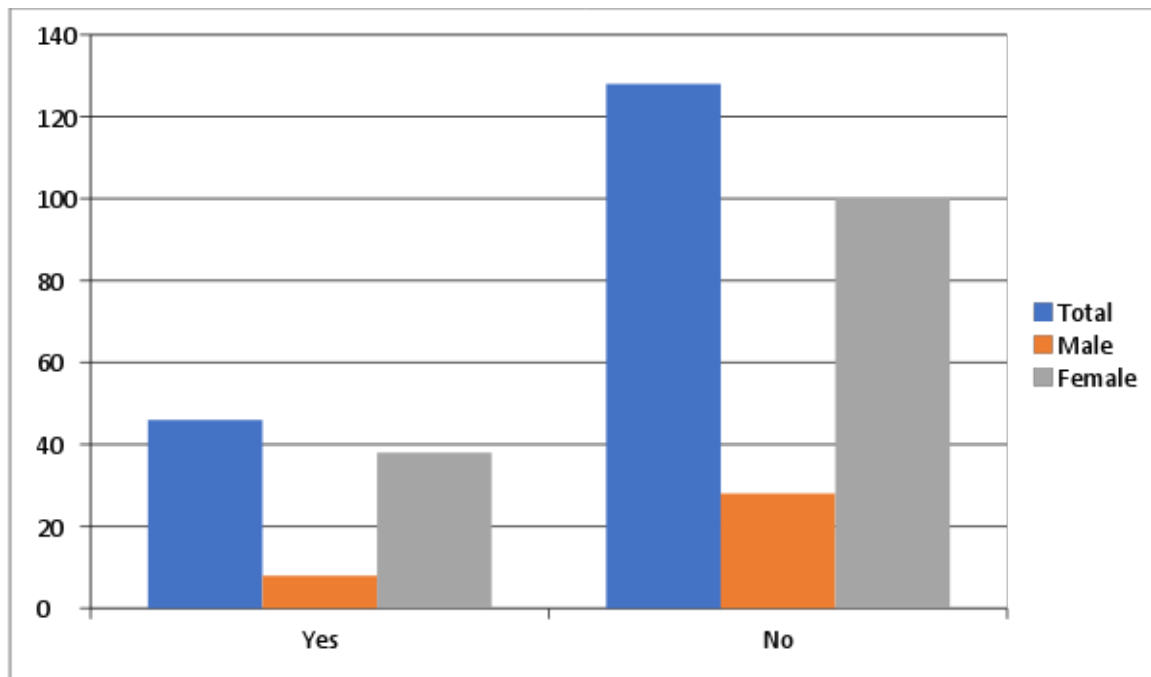
The bar chart illustrates that an outcome of 173 responded to if they would be scared when smartphone is running out of battery. There was 8% male and 13% female who strongly agree, and 31% male and 26% female who agree. Then 8% male and 26% felt doesn't feel anything when their phone is running low on battery. However, 33% of male and 24% of female disagree, and 19% male and 10% of females strongly disagree that they feel scared when their phone is running on low on battery.

Q28 Being unable to get the news (e.g., happenings, weather, etc.) on my smart phone would make me nervous.



The bar chart illustrated that there was a total of 173 respondents. There was 6% male and 4% female who strongly agree, and 25% male and 25% female who agree that being unable to get news through their smartphone makes them feel nervous. Those who felt neutral about not receiving news on their phone were 19% male and 23% female. There were 33% of male and 34% of females who disagree, and 17% male and 13% female who strongly disagree that unable to receive news through phone makes them feel nervous.

Q29 Has anyone ever complained about your texting behaviors?



The bar chart illustrates that a total of 22% of male and 28% of females stated there has been complaints of their texting behavior. A total of 78% of male and 72% of females stated that there has not been any complaint of their texting behavior. The result number of respondents were 174 total.

Conclusion

Texting has so much power over people in the world today. Having a cell phone and texting has evolved into a way of life, you are more likely to grow up learning how to text instead of learning a new sport or hobby. Studies have shown that the younger generations (Millennial's) are even more likely to use texting over a face-to-face conversation or phone call (Forgays, Hyman & Schreiber, 2014). This different way of communicating blew up so fast over the last few years it is astonishing at how quickly we become addicted to something. Texting can affect us in ways we may not even think about, it can change our social habits to even put us in danger when texting while driving. Is texting really an addiction or do we differentiate based off of how we are as individuals?

Previous research has found that our behaviors while texting do change, it indicated that “text messaging allowed them to feel social although not really putting themselves out to socialize in literal terms” (Abdullah J. Sultan, 2014). Our study did find that most people texted their friends and used their phone most often for social media, showing that they are very comfortable talking to friends through text and social media, risking them not wanting to go out to be social in person. Although “91% of college students have reported to practice texting while driving” (Harrison, 2011), our study shows that 57% said they do not text while driving, when given the option to put why they do not, many said because they would not want to risk another person's life.

In conclusion, texting is getting more and more popular, something new comes out every day, a new game every month, a new iPhone every year. Texting is addictive and this study shows that it can ruin many things for you in life but only if you allow it to. Take control of your texting habits and get out to see the world away from your phone screen. Future research on texting will happen since this area continues to grow with every new phone and update.

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