



Smartphones and their impact on relationships

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42% of youth say their
partner has been distracted
by their mobile phone while
they were together

Lenhart and Dungan, 2014

Phubbing (Definition)

The practice of ignoring one's companion or companions in order to pay attention to one's phone or other mobile device.



Oxford Dictionaries

Objective

To investigate how phubbing affects Singapore youth's interpersonal relationships.

Respondents

A total of 785 respondents

Target Population:

- 15 to 35 years old
- Singapore Citizen or Permanent Resident (PR)

Data Collection

- Conducted by Diploma in Media & Communication Year 2 students
- June 5th to June 26th 2017

Sampling Method

Quota Sampling Method

- Allows us to get a sample that is representative of the Singapore youth population

Gender

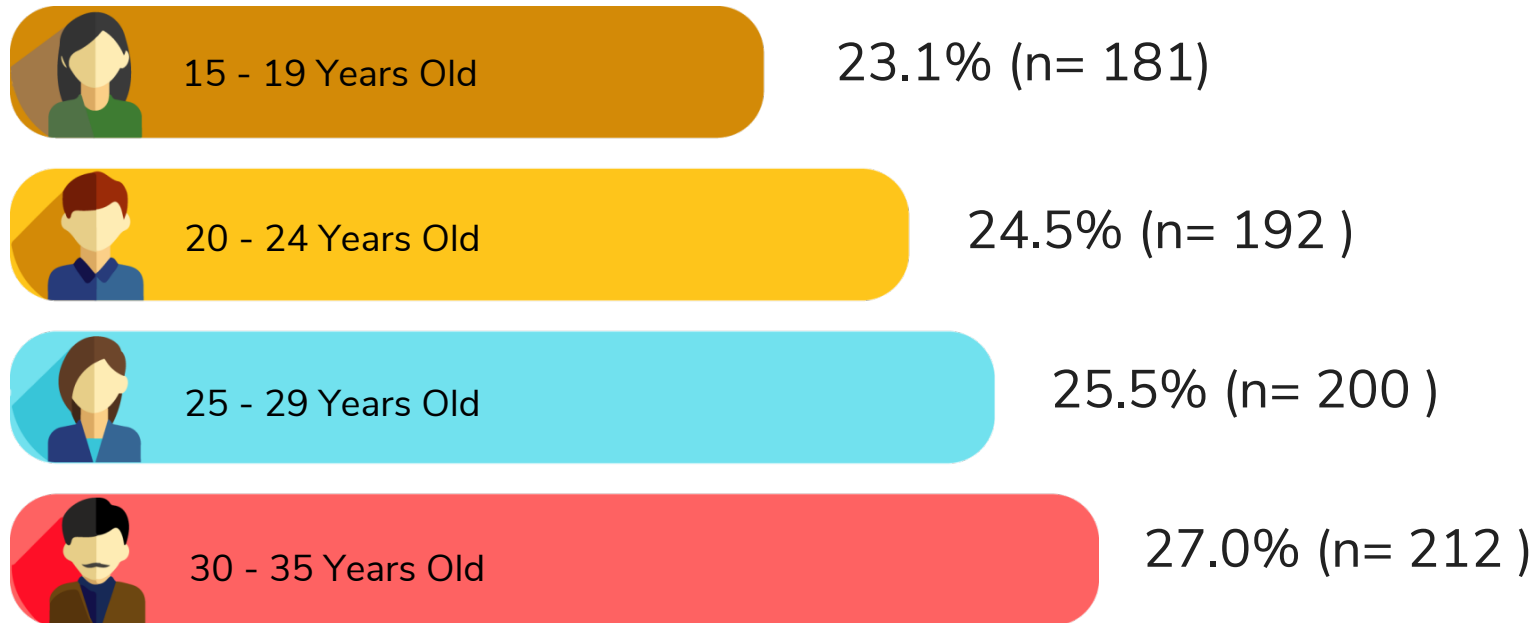


Males= 385 (49%)



Females= 400 (51%)

Age



Relationship Status



53.4% - Single (n= 419)

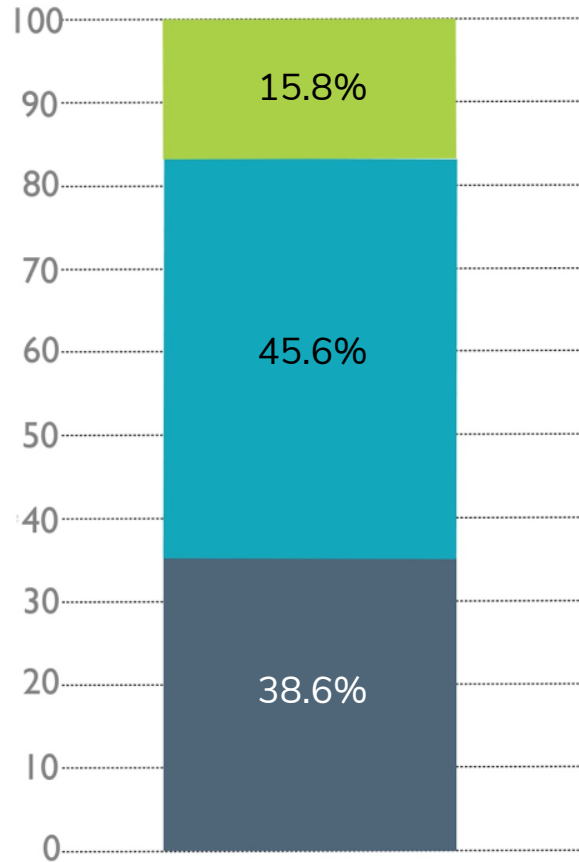
46.6% - In a romantic
relationship (n= 366)



**Phubbing is common
in Singapore and it
has a negative
impact on
relationships**

Youth who ...

Engage in phubbing



Legend:



Often or always



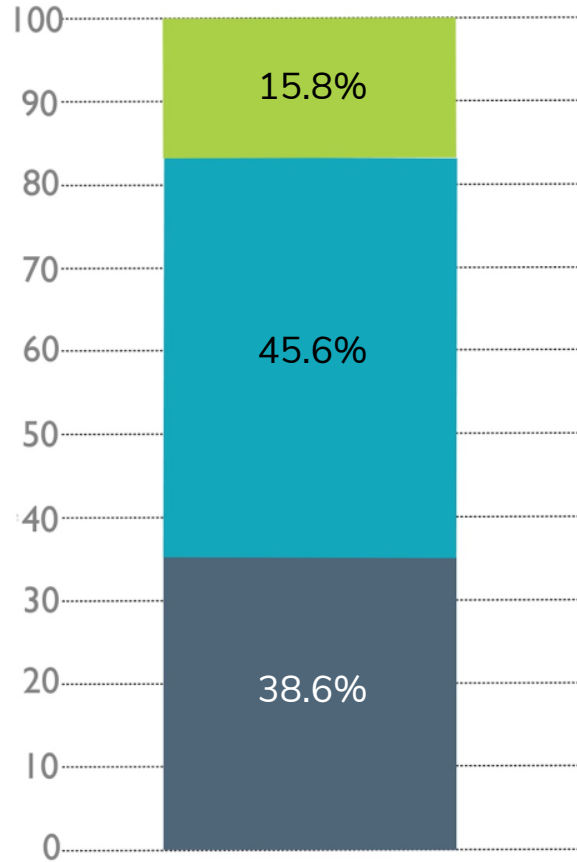
Occasionally



Rarely or never

Youth who ...

Engage in phubbing



Legend:



Often or always

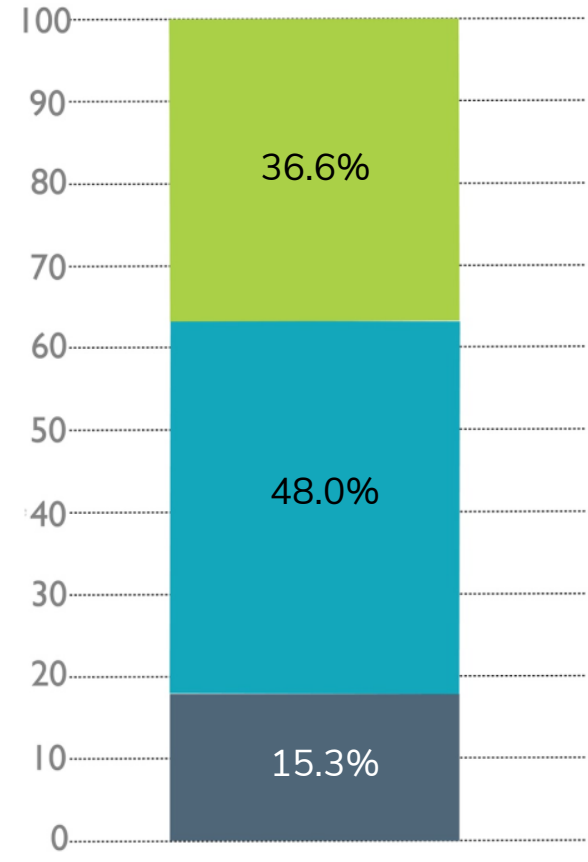


Occasionally



Rarely or never

Have been phubbed



Engage in phubbing at least occasionally




6 out of 10
youth

Have been phubbed at least occasionally




8 out of 10
youth

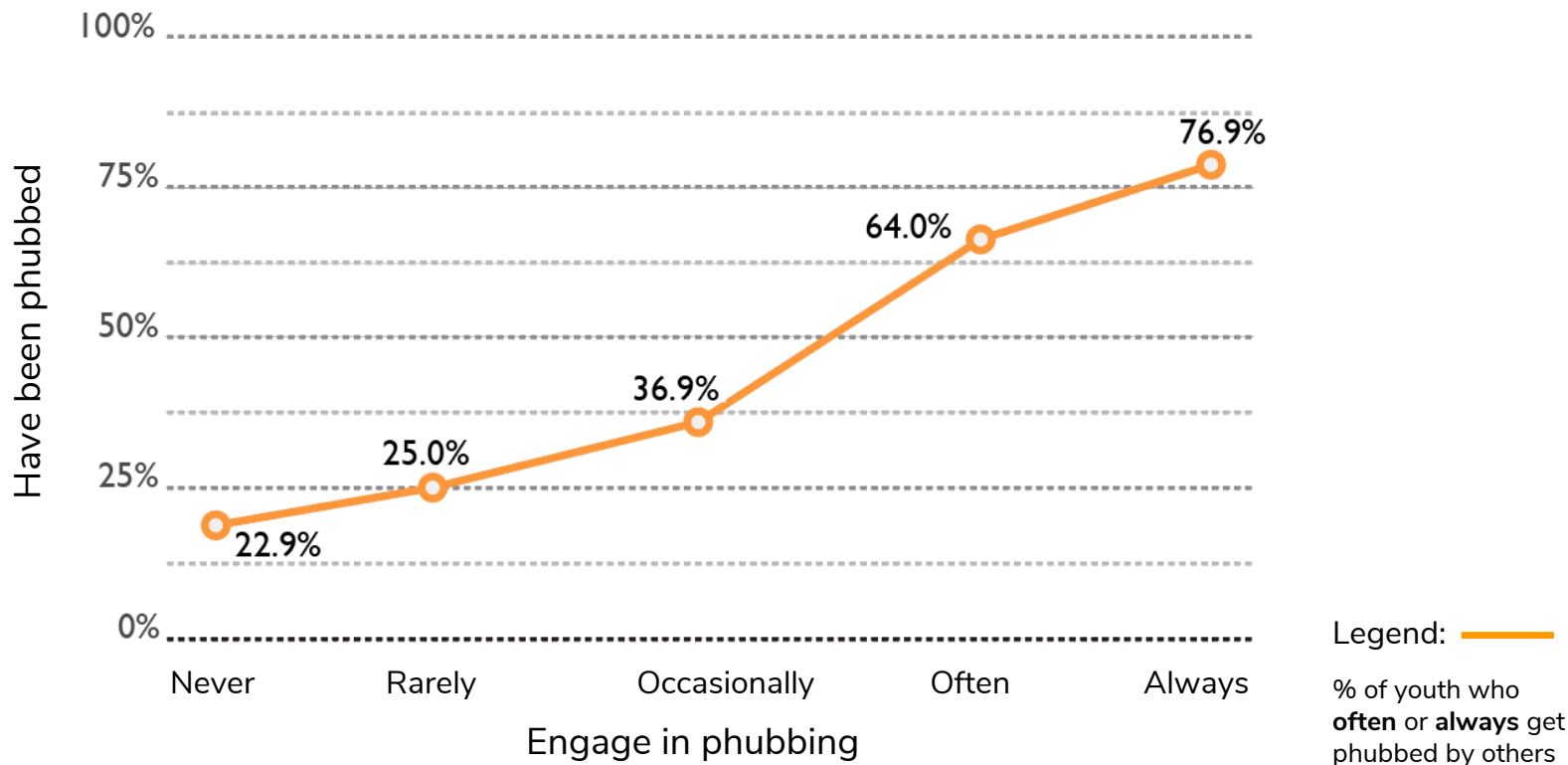
Top 3 Reasons for Phubbing

 **1.** It is a habit for me to check my phone **63.9%**

 **2.** I want to avoid an awkward conversation **61.8%**

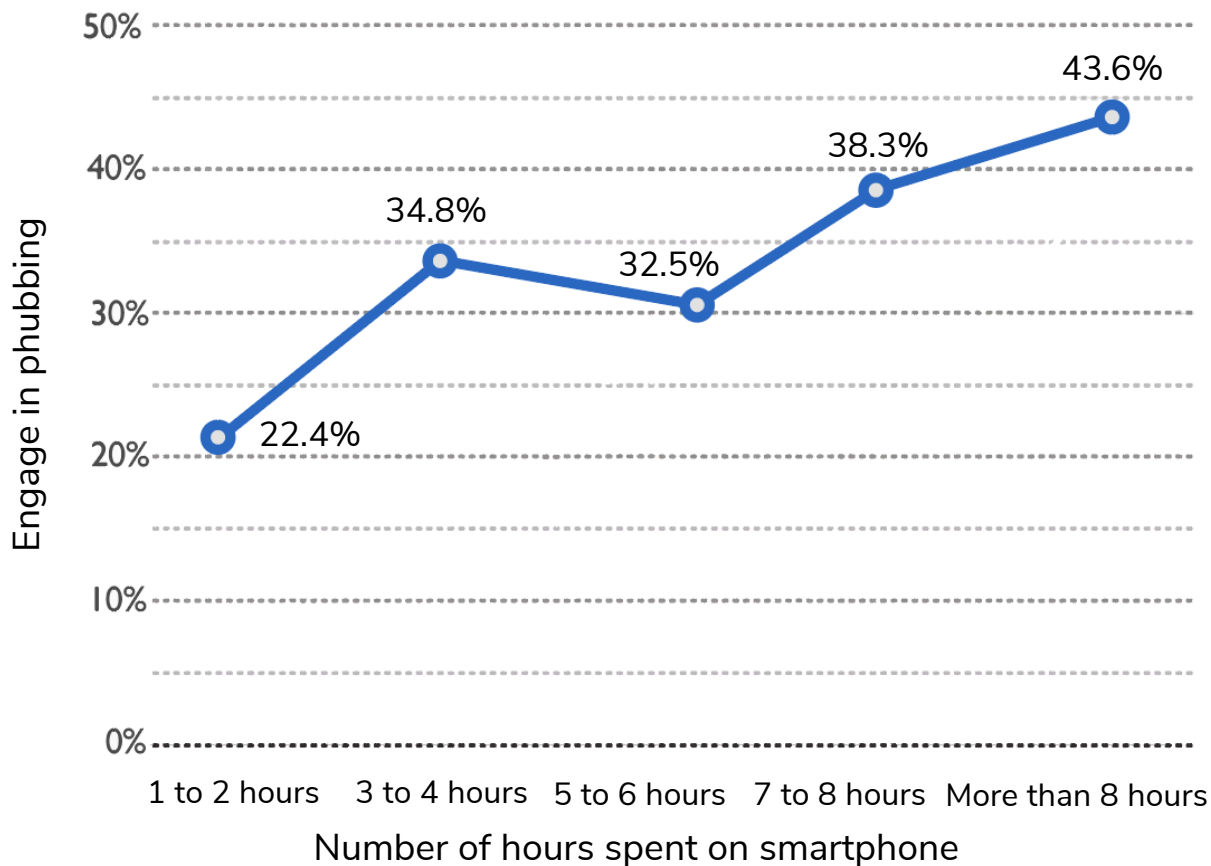
 **3.** Others are also doing that to me **50.4%**

Engage in phubbing more = More likely to have been phubbed



*Percentages show **often** or **always**

Greater smartphone use = Greater phubbing frequency



*Percentages show **often** or **always**

Phubbing and Relationships



Types of Relationships

Partner



Friends



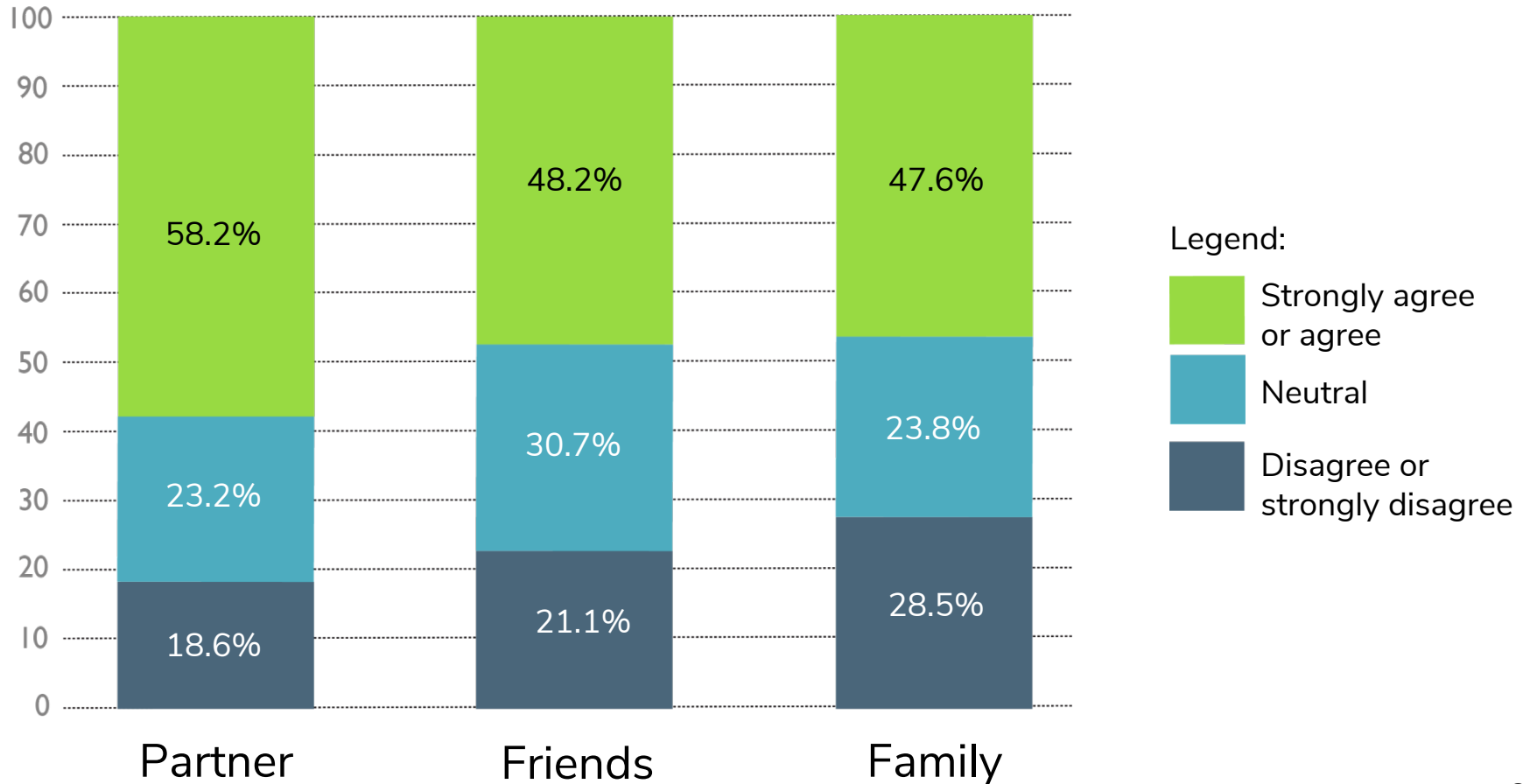
Family



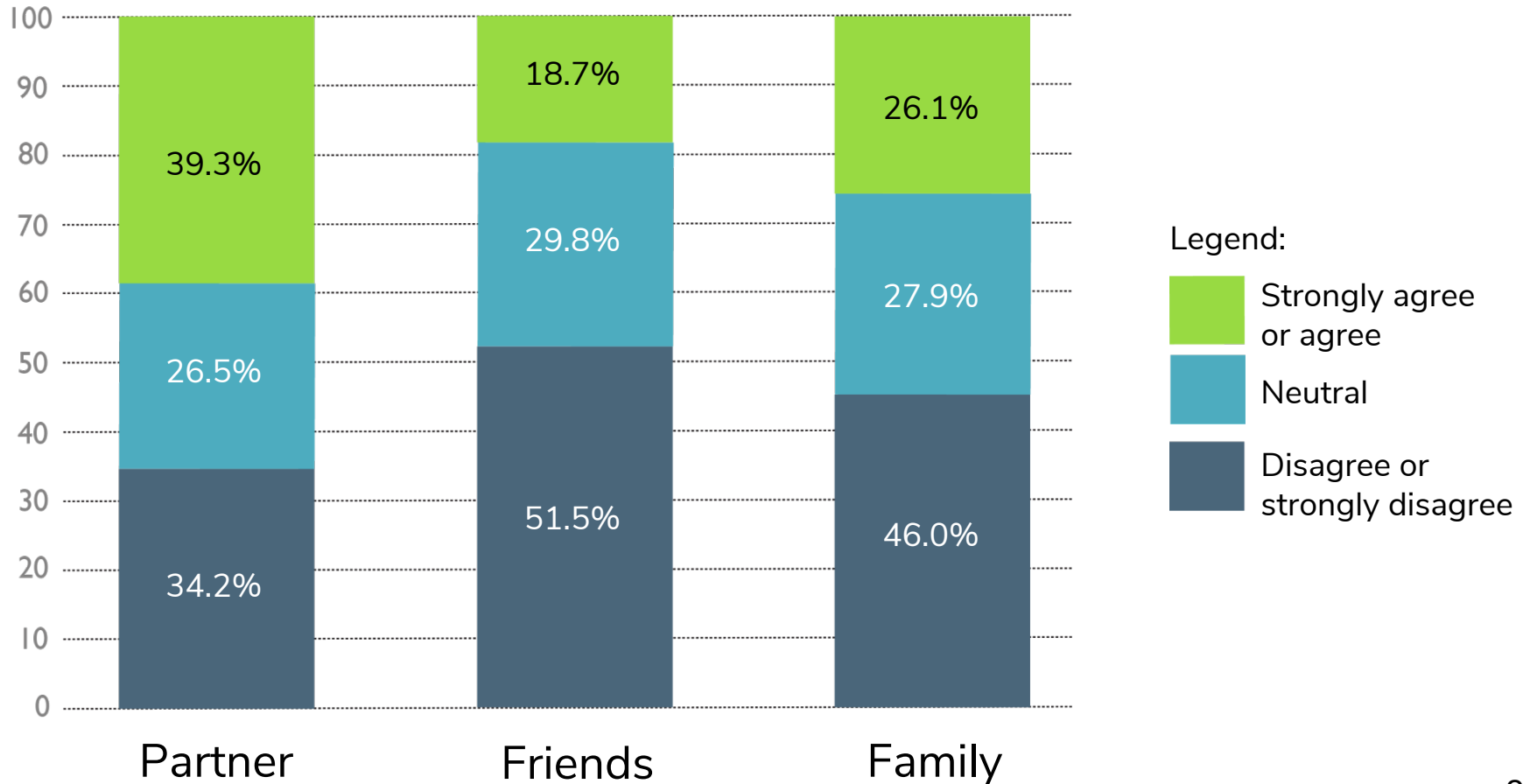
Relationship Statements

1. Negative impact Phubbing negatively affects my relationships with my ...
2. Arguments Arguments tend to arise with my ... because of phubbing
3. Quality of conversation The quality of conversation with my ... deteriorates because of phubbing

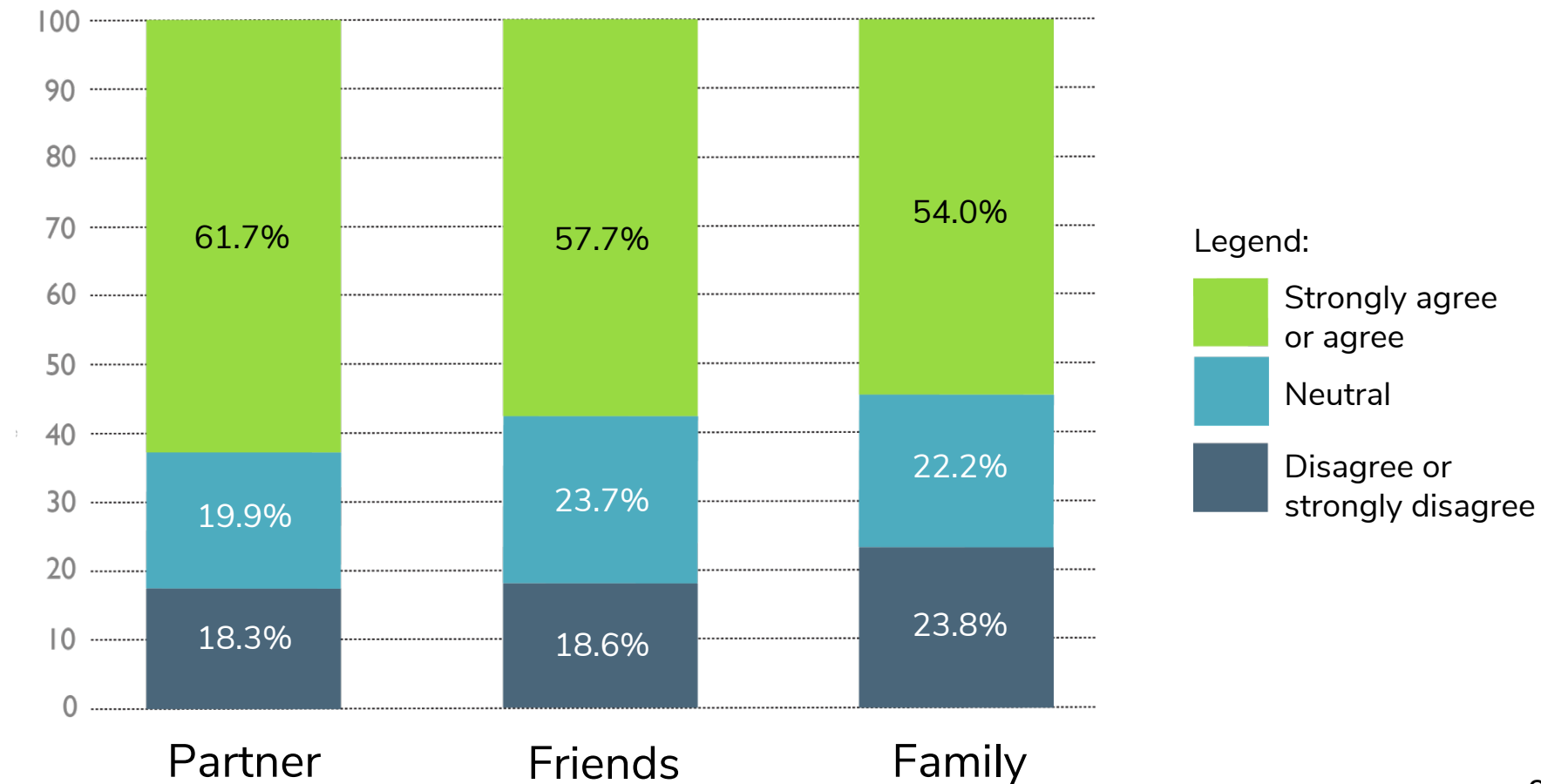
Phubbing negatively affects my relationships with my ...



Arguments tend to arise with my ... because of phubbing



The quality of conversation with my ... deteriorates because of phubbing



Overall

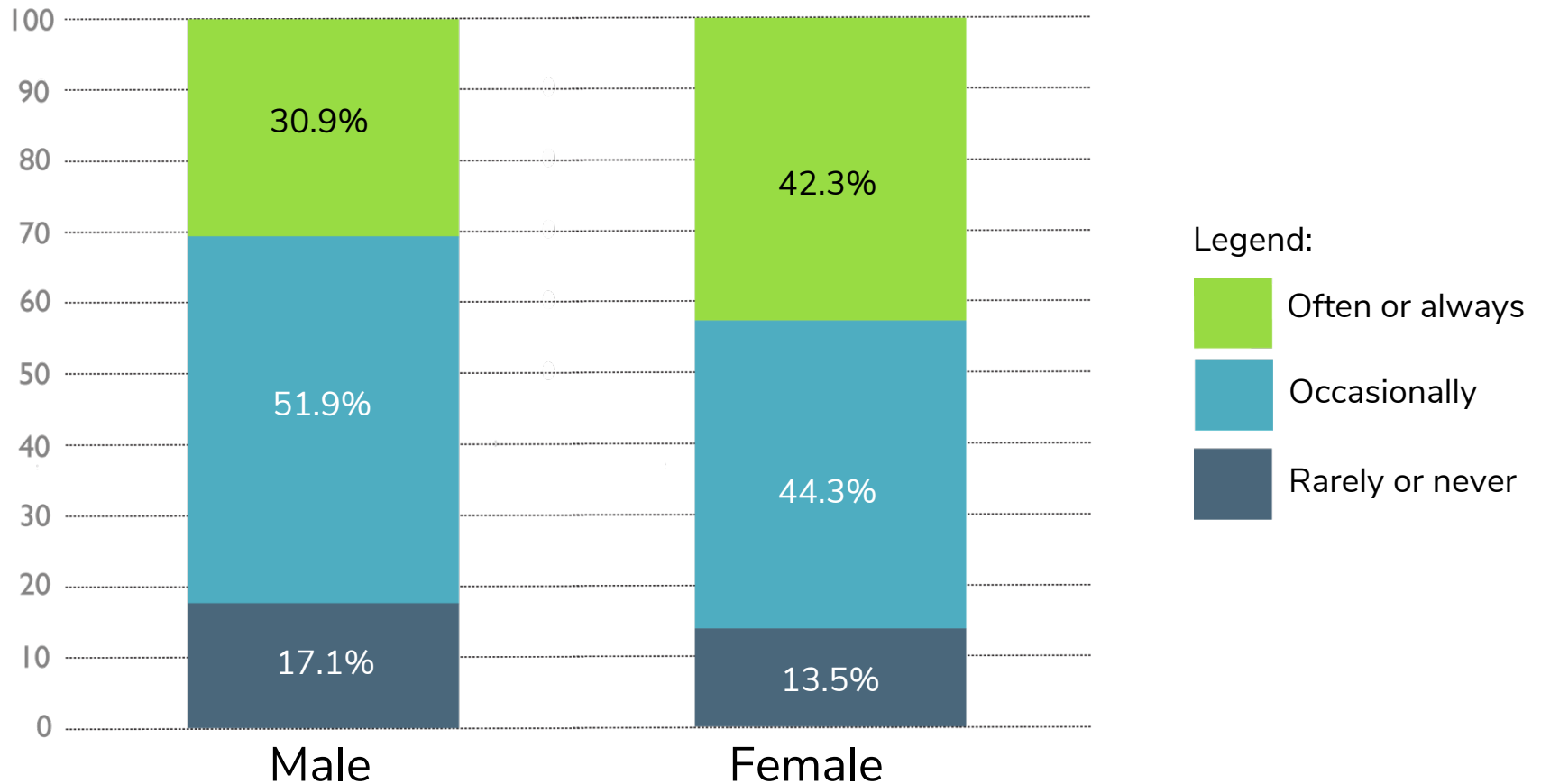


Phubbing is common in Singapore and has the greatest impact on romantic relationships.



**More females
perceive that
they have been
phubbed**

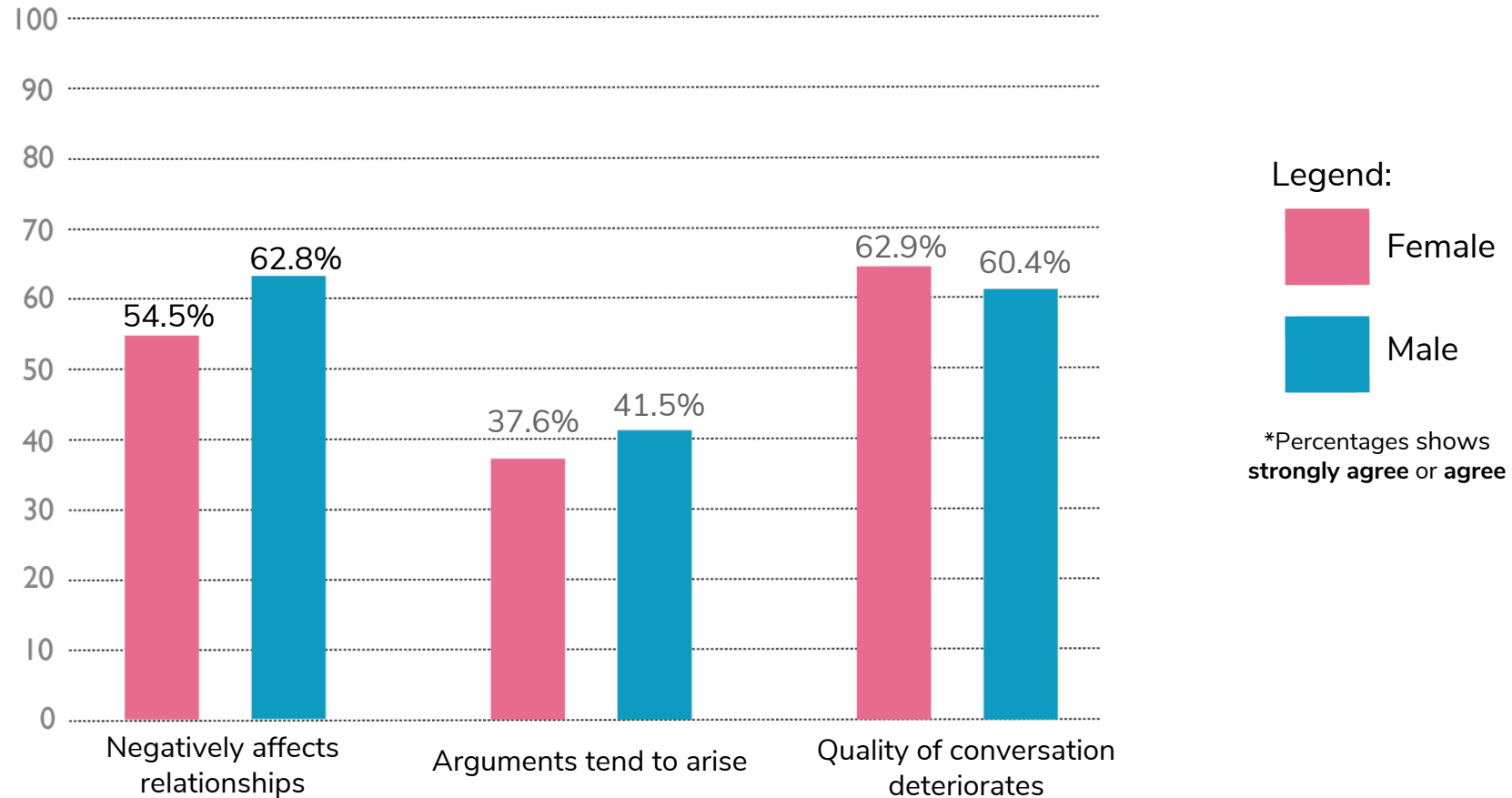
More females perceive that they have been phubbed





**More males
perceive that
phubbing
negatively affects
their romantic
relationships**

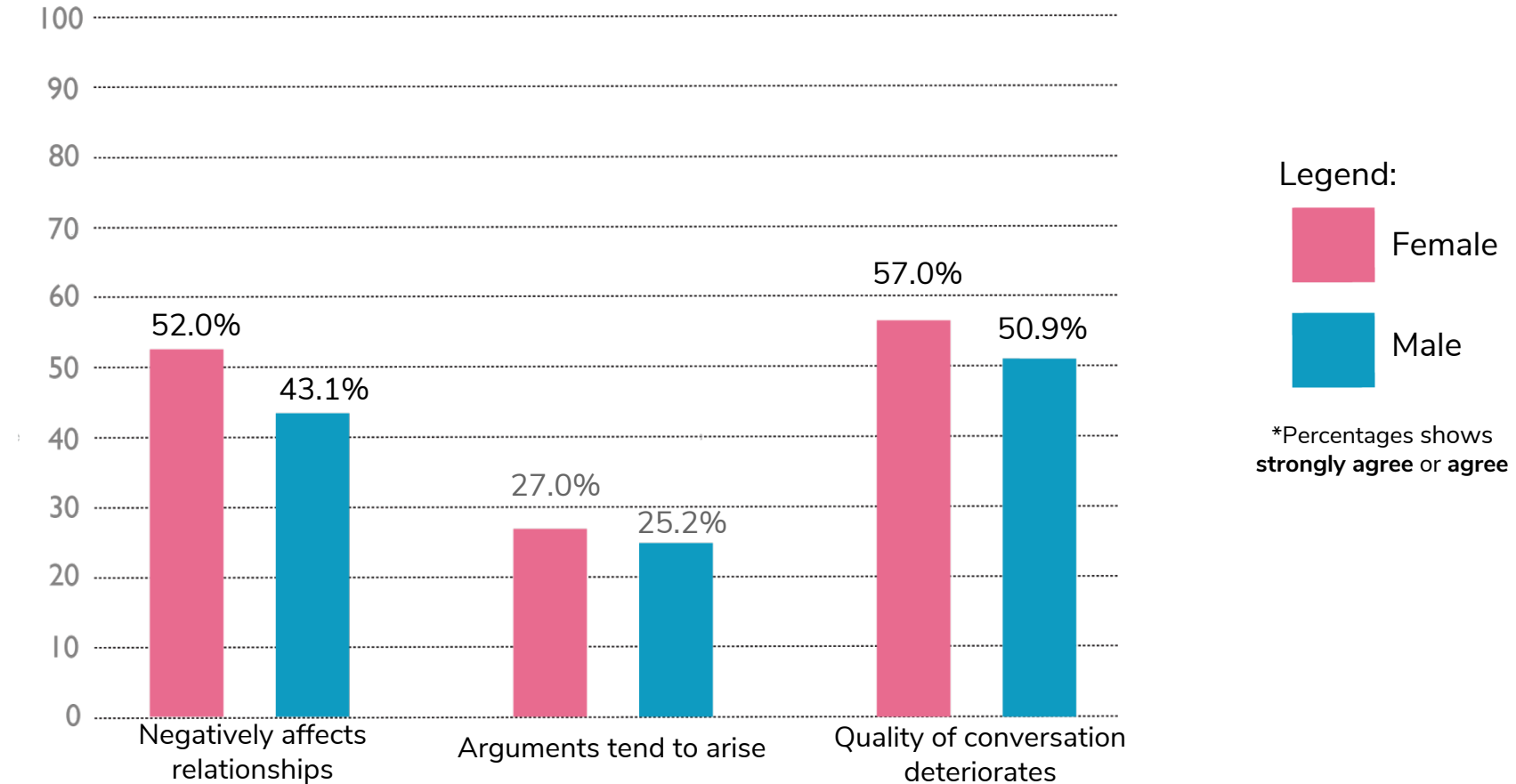
More males perceive that phubbing negatively affects their relationships with their partner



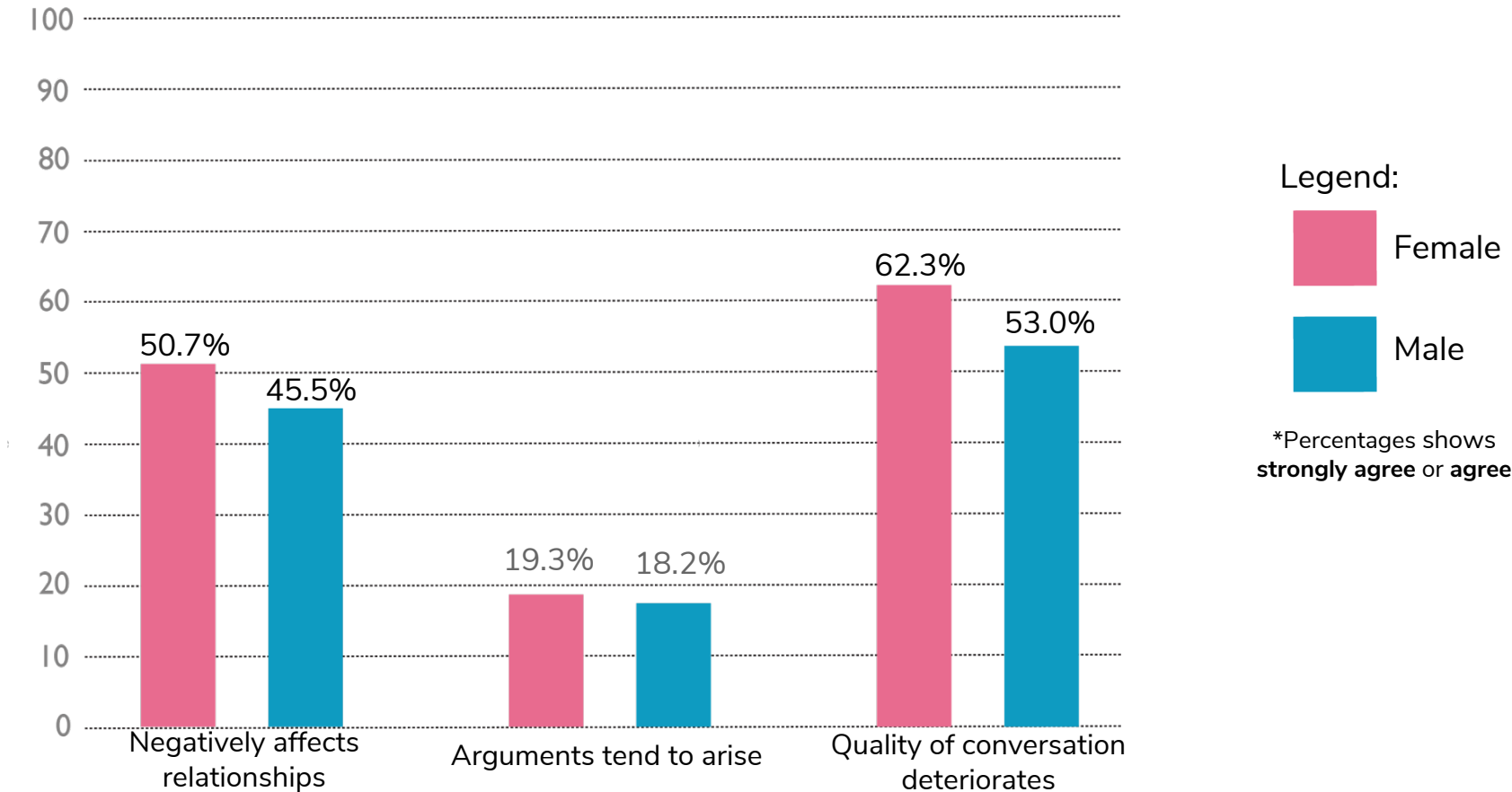


**More females perceive
that phubbing
negatively affects
their relationships
with their family
and friends**

More females perceive that phubbing negatively affects their relationships with their family



More females perceive that phubbing negatively affects their relationships with their friends



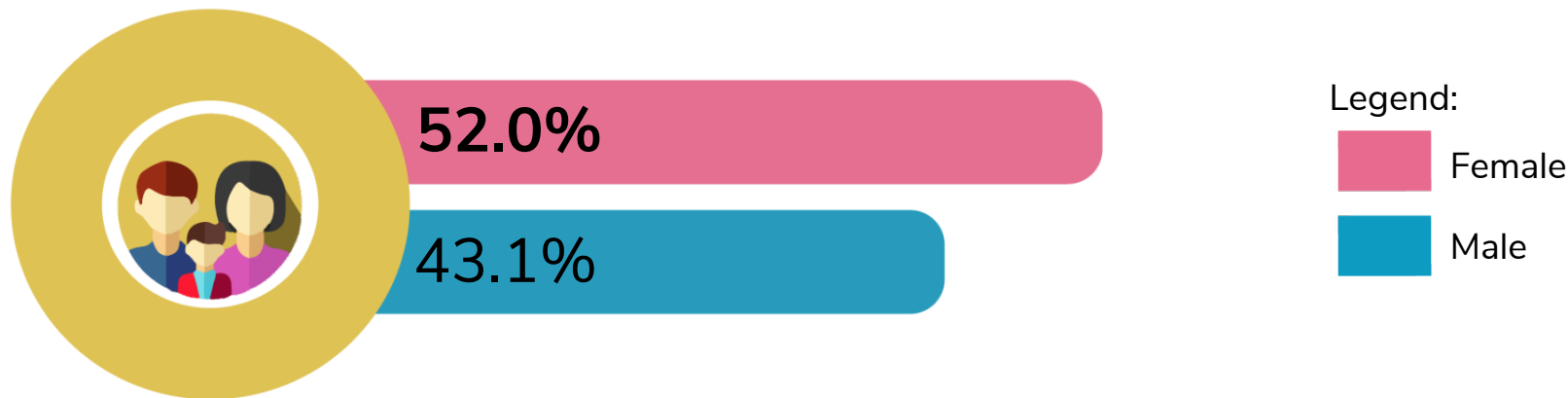
Gender Differences in Phubbing

Phubbing negatively affects my relationships with my
Partner



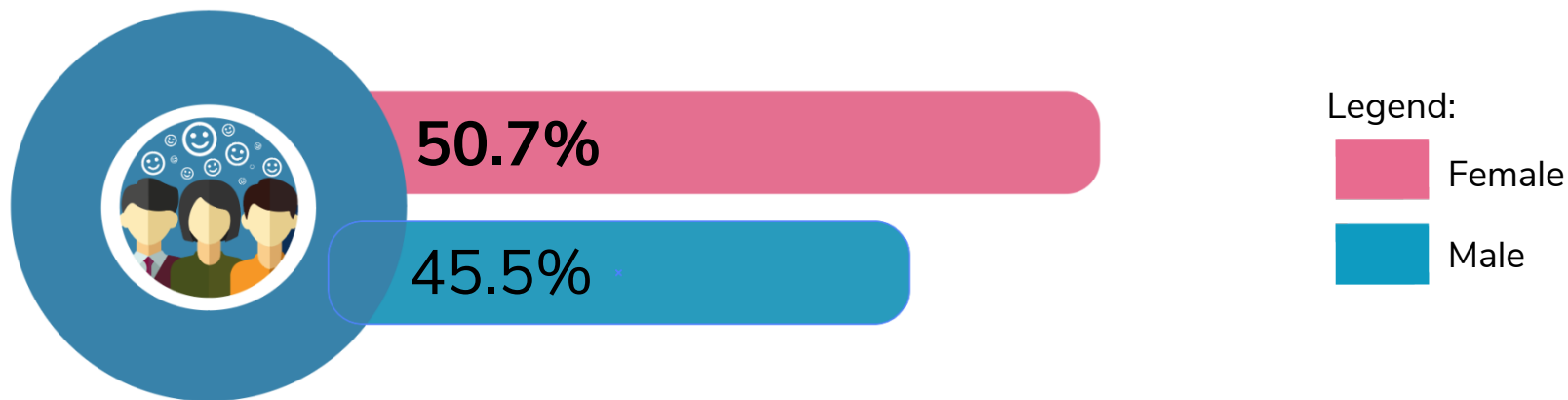
Gender Differences in Phubbing

Phubbing negatively affects my relationships with my **Family**



Gender Differences in Phubbing

Phubbing negatively affects my relationships with my
Friends



A study showed that “men based their self-esteem on relationship status more than women.”

Kwang, Crockett, Sanchez and Swann, 2013

SUMMARY

Phubbing is common in Singapore and it has a negative impact on relationships

More than **6 out of 10 youth** phub at least occasionally, which makes it common in Singapore.



Engage in phubbing more = More likely to have been phubbed
The greater the smartphone use, the greater the phubbing frequency.

Phubbing has a negative impact on relationships, especially romantic relationships



61.7%

agreed that phubbing deteriorates conversation

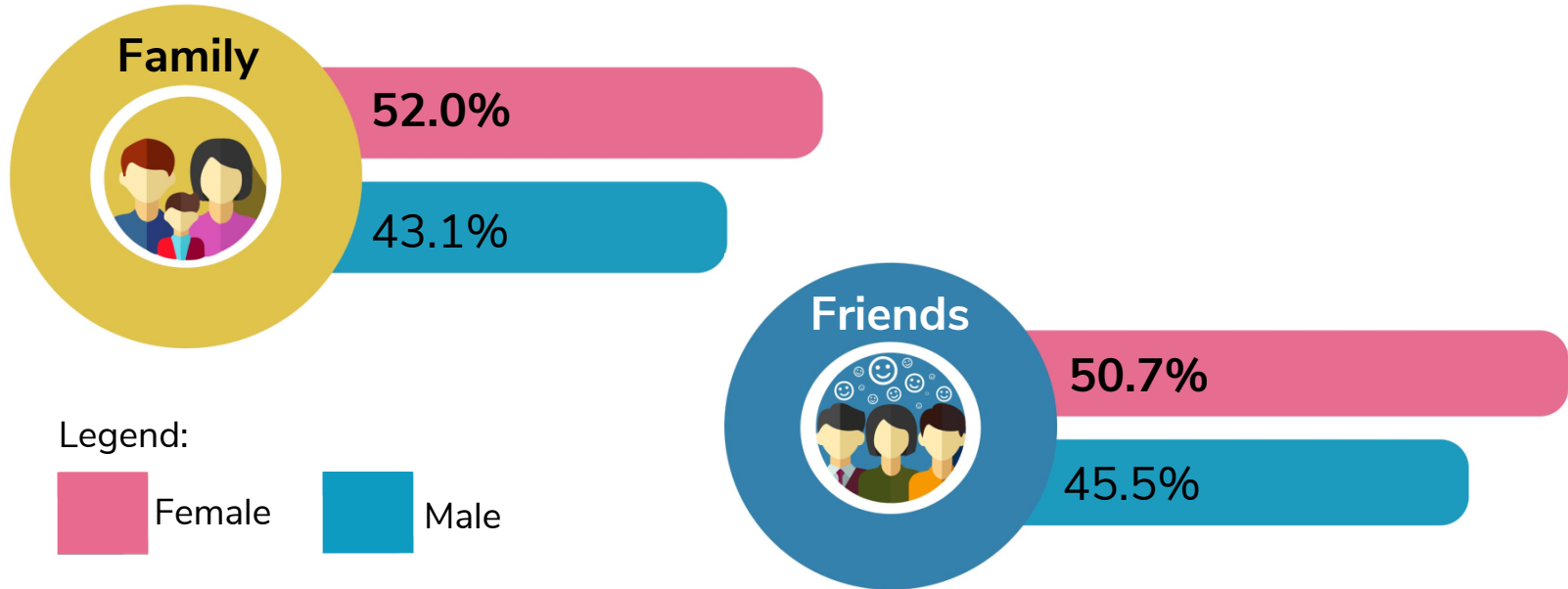
58.2%

agreed that phubbing negatively affects their relationships with their partners

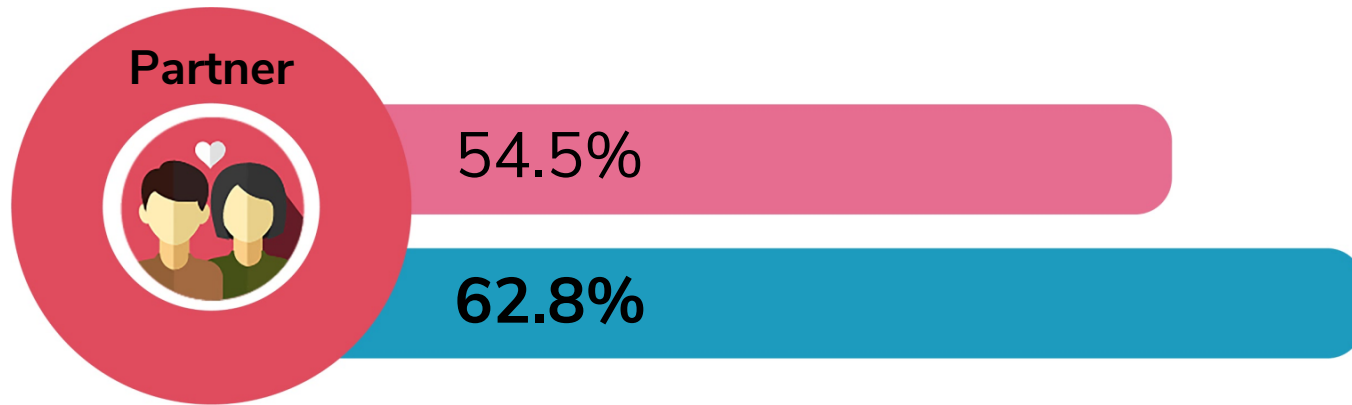
39.3%

agreed that phubbing increases arguments

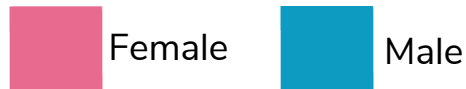
Females are phubbed more and perceive a negative impact of phubbing with their family & friends



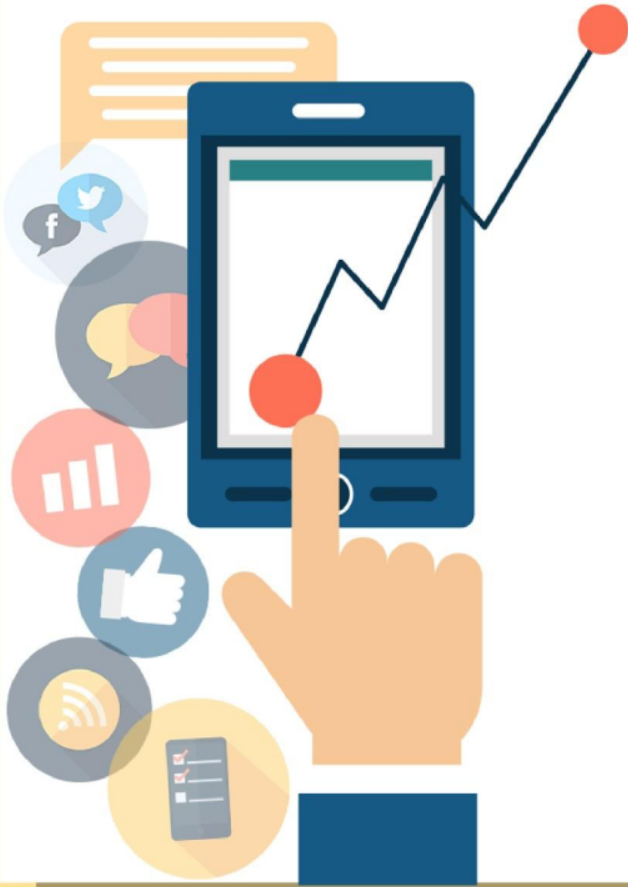
Males perceive that phubbing negatively affects their relationships with their partners



Legend:



Thank You



References:

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