



THE PHUBBING PHENOMENON

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PHUBBING, the latest portmanteau of “phone” and “snubbing”, is the act of ignoring someone in a social setting by engaging on your cell phone. We hardly need to point out that this has a negative impact on relationships.

One of the reasons why people phub is because others are also doing it, according to a first-of-its-kind study done by Singapore Polytechnic earlier this year. The study also found that a greater number of people felt they have been phubbed by someone, than those who have admitted to phubbing others.

One way to look at this is that we have become unaware of our own actions, pointing to a disturbing new norm in society: oblivion.

The irony is that smartphones were meant to help us connect better with others, but it looks like the very same tool has made us lonelier and more isolated than ever – just as social media is making us less social in reality.

It's high time we relegate our phones to their proper place, as a tool of communication and information, and treasure the physical company of our loved ones. **AM**