

An Analysis of Phubbing Behaviour:

Preliminary research from counseling perspective

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Abstract—Along with technological advancements and increasingly modern times, ways of communicating between individuals have changed. Individuals communicate no longer directly with their interlocutors, but individuals prefer to communicate through social media with the help of a Smartphone. This phenomenon mostly occurs in the millennial generation called phubbing. This condition is caused by various factors, including smartphone addiction, lack of self-control and so on. Phubbing behaviour can cause the millennial to be indifferent to others, delay, short attention span, depression or other mental disorders. This type of research is library research that focuses on phubbing behaviour. one of the psychological interventions that can be done is through guidance and counseling services. Guidance and counseling services are needed to focus on behavioural media, so that individuals can use smartphones smartly.

Keywords—*phubbing; counseling perspective; generation millennial*

I. INTRODUCTION

The progress of information and communication media in the millennial era has resulted in various changes in society, especially social change. Social change is a change in patterns or forms of interaction in social relationships [1]. This was marked by the emergence of various types of media and communication devices called smartphones to facilitate and speed up access to messages and information. The increasing number of smartphone users at this time presents benefits and adverse effects in its use. A phenomenon related to this emerges, called phubbing. The word "phubbing" comes from two words: "phone" and "snubbing." This means seeing someone's cell phone during a real conversation with someone else [2,3].

Phubbing is a constant smartphone usage and causes a lack of human interaction or an attitude of hurting the other person by using an excessive smartphone [4,5]. Phubbing is a culture that arises because of the uncontrolled effects of modernization. Modern society prefers to do various activities on their own by using a variety of technologies so that they become individualistic and do not care about social conditions [1,6]. Another thing that explains regarding phubbing is when

individuals see their phones during conversations with other people, dealing with phones and escaping interpersonal communication [7]. Communities in the millennial era are faced with a culture that is not in harmony with the values that apply to the general public [8]. Using a smartphone when gathering somewhere or in a room, talking to other people or vice versa, being in a discussion forum and so on, is something that is considered normal and acceptable to everyone. Meeting or talking with relatives, friends or colleagues in any event can be seen by individuals who actively use *gadgets* to see, read and send information from accounts on the communication media they have, especially social media. This information is generally in the form of things that are not yet important and not urgent at that time. Individuals also do browsing activities on the internet, take pictures and edit them, play games, download videos, listen to music and others.

Phubber is a term for individuals who do phubbing [4]. Phubber will often see smartphones only to check it on average 221 times per day [9], even when it doesn't vibrate or ringing, they keep checking the smartphone [10], and 70% -80% of the people who drive uses a smartphone while on the road [11]. Some recent surveys regarding phubbing, students find that women spend an average of 10 hours each day on their phones, while men spend an average of 8 hours every day [12]. Contradiction with the results of Yusnita and Syam's research reveals that most of them individuals and people around them seem to feel appreciated even if they don't pay attention when they convey the things discussed [13], this happens because people who do these behaviors are phubber.

Most of the individuals and the people around seem to feel appreciated even though they are not heeded when they convey the things discussed [13]. Even worse conditions are when interested people or a family gathering in a room to do certain activities, such as dinner or study in class, but do not pay attention to or do not communicate with each other and focus on smartphone each. Such conditions are not in accordance with the culture of mutual respect or ethics in communication that has existed since the community recognized social values in life [1].

The results of a study found by Yunita and Syam showed that that people were apathetic towards the environment

because they were too focused on what was on the phone [13]. This is indicated by the presence of most respondents who had felt in a situation of phubbing, as many as 26% of respondents did a behaviour phubbing in a day less than 10 times, 39% of respondents became phubber when eating together, 44% of respondents behaved phubbing while gathering with family, spouse, friends, and friends. This proves the technology to be a breaker between people, not to facilitate a person in communicating.

Furthermore, phubbing generally occurs in the millennial generation. Based on research conducted by Markplus Insight Indonesia, most smartphone users are teenagers in the 16 to 21 years' age group as much as 39%. The research also shows that millennials are the biggest internet users compared to other generations [14]. Generally, the millennial generation uses smartphones to communicate via the internet network such as opening social media, searching for information and doing online shopping. Research conducted by Kadylak, Makki, Rikard, and Sah found that that parents feel underestimated and surprised by the inappropriate and excessive use of cell phones from their younger family members during family gatherings [15]. From the respondent's perspective, excessive cell phone use shows a lack of attention and lack of reciprocal conversation. In the world of work, Phubbing is a dangerous behavior, even though it occurs in relaxed or informal situations (such as eating together), but it can damage the individual's respect for others. If this happens in the company/work partner environment, it can potentially reduce trust between employees or between bosses and subordinates [16].

Gender differences were found in phubbing phenomena where women were rated higher than men in both phubbing factors: communication disorders and telephone obsession [2]. In addition, phubbing was also found to be a predictor of someone's loneliness. Often this phone snubbing activity is used as an escape for individuals in dealing with social situations that they cannot adapt.

II. METHOD

This type of research is library research, namely a series of studies relating to library data collection methods, or research whose research objects are explored through a variety of library information (books or scientific journals) that discuss the behavior of Phubbing. Library research or literature review is a study that critically examines the knowledge, ideas, or findings contained in the body of academic-oriented literature [17].

III. RESULTS AND DISCUSSION

Phubbing is a constant or excessive use of smartphones in individuals which causes a lack of human interaction or an attitude of hurt to the other person. Phubbing is a culture that arises because of the impact of uncontrolled modernization. Several studies have shown that many things cause individuals to behave in phubbing, which is a high dependence on smartphone usage [4]. Griffith in Youarti and Hidayah suggested that this addiction would make the perpetrator forget the time so that they did not pay attention to the surroundings and did not respect others [18]. Furthermore, Karadağ et al.

explained that there were at least dimensions: smartphone addiction, internet addiction, social media addiction, and game addiction as a cause of someone doing phubbing [7]. Smartphone addiction is influenced by the availability of attractive features that are practical in one the phone, as well as the form of loneliness fulfilment. Internet addiction can be said to be a causal relationship with smartphone addiction because individuals have access to the internet and there has been a transition from what was once on the computer now to cell phones. Social media addiction is related to individual efforts to maintain their presence on social networking sites, on the other hand, demeaning their activities in real life. The factor of game addiction is an important factor that can be addictive both in and within the social media context.

Individuals are more interested in information obtained from electronic media than the messages conveyed between them. Individuals who behave phubbing more often see smartphones when talking to other people and are busy using smartphones rather than communicating interpersonally with the other person [7,19]. This is caused by factors within and outside the individual. Understanding of social values, curiosity or the desire to always update information and the ability to manage themselves or foster social relations will be an individual determinant of behavior phubbing or not [20,21]. Individuals who use gadgets without setting time and prioritizing usefulness will experience addiction to smartphone. People who experience addiction will find it difficult to escape from the situation and are less able to control themselves to do certain preferred activities. Addiction to smartphones makes a person forget time, ignores the surroundings and does not respect other people so that they unwittingly have phubbing behavior in social interaction [22,23].

Smartphone addiction is also accompanied by internet addiction. Internet addiction has become a significant contributor to phubbing [7,24]. Obsessive-compulsive, excessive, and uncontrolled internet use leads individuals to phubbing. Phubbing determined significantly by individuals who have emotional negative and open personality, and experience internet addiction. Internet addiction causes people who have an open personality to behave phubbing [5,25]. Research by Karadağ et al. found that the reason adults acted in phubbing included [26]: 1) social media, 2) communication, and 3) difficulty talking to other people in real life. The findings of Karadağ et al. also found that Phubbers' view of the need to use a smartphone included [26]: 1) communication, 2) social media, 3) emotional needs, and 4) relationships.

Individuals who often communicate through social media are in desperate need of the internet so they experience addiction. Social media provides a means to communicate quickly without time and space limits [27]. Internet addiction is also driven by Fear of Missing Out (FoMO) or fear of missing information or news in cyberspace so that individuals often open smartphones without paying attention to those around them. This phenomenon occurs when opening a social networking account and then knowing friends in cyberspace seems to be engrossed in discussing something and individuals feel sad or left behind because they cannot participate in the chat, not even knowing what they are talking about [28,29].

FoMO refers to people's concerns when they see others look happier and feel greater satisfaction than them. This situation is usually characterized by a desire to stay connected to social media continuously, especially to find out what others are doing, thus ignoring activities and people in their environment [22,30]. Lack of self-control also makes individuals unable to cope with addictions to the internet and smartphones and ultimately behaves phubbing [20,21]. Without self-control, individuals open social media or other applications all the time, isolate themselves from social relationships and lose social care.

A. Impact of Phubbing

Like the other things, phubbing in life have an impact. Chotpitayasunondh and Douglas showed the effects of phubbing, namely [31]: 1) neglect of direct interaction, 2) the existence of a cycle phubbing advanced from phubbing to phubbing more violent, 3) decreasing the quality and satisfaction of interactions, decreasing trust in the interlocutor, 4) stretching relationships with communication partners, 5) jealousy, 6) influencing mood one's, 7) creating a situation of social exclusion. The conditions of social exclusion in phubbing show that a person's social relationship is not what they want, forcing individuals to ask what is wrong with them or worse their victims feel they are not worthy of attention, so there is a feeling of despair and helplessness.

In a romantic relationship with this attitude, neglect pair can reduce the quality of relationship satisfaction that will lead to conflict [16]. Another impact of this phubbing is that people become more apathetic towards their environment, inhibit the process of interpersonal communication, influence social interaction [13], inhibit the emotional bond of individuals because of jealousy, feelings of neglect, anger, sadness [25]. Important social interaction in life as part of social beings, with each other reprimanding, shaking hands, chatting and even disputing, in other words the fulfilment of the requirements for social contact and communication [32] and in phubbing the second requirement is not fulfilled because it focuses on the phone and ignore the other person. In terms of communication, as a form of behaviour both verbal and non-verbal that others respond to [33]. In phubbing, things that pollute the communication when the response that should be conveyed by the recipient of the information does not appear and is busy with the virtual world on the user's smartphone.

B. Phubbing on Millennials and the Role of Guidance and Counseling

Phubbing developed in the millennial generation. Millennials are members of the community who from childhood have been very familiar with technology. Millennials account for 18% of the world's population [8]. Most of the time that is owned by millennials are used to access cyberspace and are used to making friends through social media. Millennials tend to have a lack of skills to socialize directly because all the information needed can be from gadgets so that they generally tend to be individualistic [4].

Communicating with other people in real terms does not make the current generation leave the smartphone from their

hands. Almost every minute they are focused on the smartphone. This behavior has become characteristic of the millennial generation [34]. This condition can hamper the social development of the young generation and have the opportunity to be apathetic or experience other mental disorders. Individuals who do phubbing have behaviors that make their lives ineffective or their potential does not develop optimally, especially in terms of communicating and socializing. Phubbing needs to be prevented and alleviated through education. One of them is through the implementation of counseling services in the learning process. Counseling services aim to help individuals to live effective lives every day [35] for example, respecting others when communicating between individuals. Phubbing is one of the problems that need to be given special attention by the counselor. Ignoring others is considered as apathy that is often affected by the conflict with peers, parents, teachers or other adults. These individuals will have difficulty adapting to people in the surrounding environment [18]. The development of the potential of the millennial generation in daily conditions of effective life is disrupted can be overcome by providing comprehensive and integrated counseling services. Successful counseling services focus on the formation of structured positive behavior [35].

IV. CONCLUSION

Phubbing behaviour in millennial generation is very worrying for the development of Indonesia's golden generation. This behaviour makes millennial unable to develop their potential in real life and has the potential to experience mental disorders called phubbing. Phubbing arises due to the excessive use of smartphones and accessing information through search engines or social media regardless of the circumstances. Lack of individual interaction with other individuals in real social situations can eliminate the ability to build relationships and communicate well. The causes of phubbing behaviour are internet addiction, social media addiction, game addiction, depression, and 'nomophobia'. The result of phubbing behaviour is procrastination, low achievement, disruption of concentration, loss of interpersonal communication, loss of social interaction, and social closure. Based on the explanation above, it is necessary to provide guidance and counseling services to overcome the behavioural phubbing that is being experienced by many people. The urgency of guidance and counseling services can be implemented in the form of guidance and counseling modules that focus on "use smartphone smartly."

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