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**RELATIONSHIP BETWEEN PEER PRESSURE
AND MOBILE PHONE ADDICTION TENDENCY
AMONG UNIVERSITY STUDENTS**

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Abstract

This study essentially examined the relationship existing between peer pressure and mobile phone addiction tendency among university students in Anambra State Nigeria. Five research questions and three hypothesis guided the study, correlational survey design was adopted for the study. The population of the study comprised 18, 870 students in the two public universities in Anambra State. A sample of 2000 students was selected through simple random sampling technique and disproportionate stratified random sampling technique. Two sets of instruments namely; mobile phone addiction scale (MPAS) and peer pressure inventory (PPI) all developed by the researcher were used for the collection of data. The instruments were administered to the respondents through direct delivery approach with the help of two research assistants. The data collected were analysed using aggregate scores and Pearson Product Moment Correlation. The hypothesis were tested at 0.5 level of significance using t test. The major findings of the study revealed that there is very low or negative relationship existing between the peer pressure of public university students and their mobile phone addiction tendency. Based on the findings, it was recommended among others, that counsellors should regularly sensitize students on the negative influence of peer pressure and to create an avenue for both individual and group counselling for people having mobile phone addiction tendency. This will help in curbing social vices and dangers associated with peer pressure and mobile phone addiction.

Introduction

Mobile phones, apart from making and receiving calls at any time and place have a lot of benefits; it is very useful for students in terms of academic research through internet browsing and for copying and storage of useful information. Despite these benefits, intense use of mobile phone has a lot of negative influence on the users. Casey (2012) observed that frequent use of mobile phone leads to addiction, and that as mobile phones are constantly being improved by expanding upon their functionalities; many individuals are attracted to its usage which in turn leads to the likelihood of overuse and addiction. According to PEW Research Centre, 67% of mobile phone owners admitted to checking their phone for calls or messages when their phone didn't vibrate or ring which is an indication of addiction. A lot of factors have been attributed to why some students has the tendency of being addicted to mobile phone; among them is peer pressure.

Addiction refers to a psychological state of having a habit of doing a particular thing or consuming a product or being so attached to a particular object unconditionally without control. The term addiction does not only refer to dependence on substances such as heroin or cocaine. Some addictions also involve an inability to stop partaking in activities such as gambling, eating, or working. People with addiction use substances or engage in behaviours that become compulsive and often continue despite harmful consequences. A lot of people may start using a drug or first engaged in an activity voluntarily, then addiction can take over and reduce self-control. (Udechukwu 2018) The primary indications of addiction according to Soluchukwu (2022) includes poor academic performance, lack of concentration in the school, low job performance, poor human relationship which often involves conflicting with people who identify the addiction, an inability to stop using a substance even though it may be causing health problems or personal problems, such as issues with employment or relationships, a noticeable lack of energy in daily activities, profound changes in appearance, including weight loss and a noticeable abandonment of hygiene, appearing defensive when asked about over use of substance or something.

Individuals addicted to mobile phones often exhibit these symptoms, having no control over their usage of mobile phones and are most often backward in academic performance. A lot of factors have been attributed to why some students has the tendency to being addicted to mobile phone, among them is peer pressure. In essence, peer-pressure is a social factor that may likely lead an individual into addiction, especially among the youths who are more likely to yield to their friends' opinion and do whatever their friends are doing.

Kiran-Esen (2003) Sim and Koh (2003) defined peer pressure as persuading or encouraging another person to engage in certain types of behavior which can be

direct or indirect. According to them indirect peer pressure is not always as obvious to a person as direct peer pressure. McIntosh et al. (2012), defined peer pressure refers only to direct forms of persuasion, encouragement or coercion to manifest certain behaviors, whereas peer influence refers to indirect forms. Peer pressure refers to a direct influence on people by their peers, or the effect which an individual who follow their peers exhibit by changing their attitudes, values or behaviours to conform to those of the influencing group or individual gets. When people of one's age are persuading them to do something they would not want to do under normal circumstances, it means peer pressure. Peer pressure can result in either a positive or negative effect, or both. It is a feeling that one must do the same things as other people of their age mates and social group in order to be liked or respected by them. Although peer pressure does not necessarily have to be negative, the term "pressure" implies that the process influences people to do things that may be resistant to, or might not otherwise choose to do. The term "peer pressure" is often used when people are talking about behaviours that are not considered socially acceptable or desirable, such as experimentation with alcohol or drugs and not usually used to describe socially desirable behaviours, such as exercising or studying. Berndt and Ladd (2019) defined peer pressure as the influence which peer groups exert by rewarding those who conform to expected norms and or punishing those who violate them. In conclusion, peer pressure is a narrower concept than peer influence. It refers to expectations exerted by a peer group to behave in a particular way regardless of one's inclinations and desires. Thus, anything which one does in order to gain peers acceptance (positive reinforcement) or avoid sanctions can be defined as peer pressure.

In reality, peer pressure can be either a positive or negative influence that one's peer, or group of peers, has on another person. For instance, peer pressure could influence a young person to become involved in sports. This involvement could be positive, leading to exposure to healthy lifestyles and role models, and eventually leading the young person to become a positive role model herself. However that same peer pressure could lead the same young person to over-identify with sports, putting exercise and competition above everything else. If taken to an extreme, he may develop sports addiction, causing him to neglect schoolwork and social activities, and ultimately, use exercise and competition in sports as his main outlet for coping with the stresses of life. This can also lead to numerous health consequences. Peer pressure could cause people to do things they would not otherwise do with the hope of fitting in or being noticed, and of course, this can include experimenting social media, online chats and games among others. Beyond prompting youths to use drugs, peer pressure or the desire to impress their peers can led them to doing things extremely or overuse things such as mobile phone. Some students may feel an internal pressure to participate in activities and behaviours they think their peers are doing, which may put them at risk for the following behavioural addictions: Sex addiction, Food addiction,

video game addiction, Mobile phone or Internet addiction, Gambling addiction, and Shopping addiction

Due to the fact that mobile phone is presently, the simplest and most portable gadget for unlimited communication, access to the internet and does other multiple services that a computer can perform, coupled that it is relatively affordable as a result of advancement in technology in recent times; its usage has now become very popular in Nigeria. Many Nigerian youths in every nook and cranny of the society owns a mobile phone, especially the highly sophisticated type know as smartphone. This has invariably led to increase in the number of individuals being addicted to mobile phone, especially the youths. It is no longer news that mobile phone addiction has become the order of the day in Nigeria. In most tertiary institutions, across the nation, students are commonly found in the habit of being too occupied with mobile phones usage more than other activities. Regrettably, many students in possession of these mobile phones are neither using them for their studies nor something meaningful, instead they use it for frivolous activities that do not contribute positively to their academic goals. They spend a lot of time chatting, playing games, watching pornography, snapping photographs (selfie) among others. To many students, staying without a mobile phone is like breathing without air. A good number of students in the tertiary institutions such as Nnamdi Azikiwe University Awka, behave as if their lives is tied to their mobile phones, They spend large fraction of their time pressing phone uncontrollably; some of them are often seen pressing mobile phones constantly even in the lecture halls during classes. It is also very common these days to see students pressing phones while walking on the road, in the toilets, inside moving vehicles, in the library, in the church and other public places.

There are many cases of regular accidents as well as social vices resulting from mobile phone addiction. This high rate of mobile phone addiction has a lot of negative effects on the victims; students are becoming lazier towards their studies, leading to poor academic performance since more of their time and efforts are diverted to mobile phone use than their studies. Other problems associated with mobile addiction such as withdrawal syndrome, maladaptive behaviours and emotional crisis are not left out. In bid to finding solution to this menace, many studies has been conducted in the area by a number of scholars. However most of these studies are focused on the curative measures with little or no consideration to the variables that have the likelihood of causing mobile phone addiction such as peer pressure. To the best of the researcher's knowledge there is paucity of local studies in the area. It is on this note that the researcher deemed it profitable to embark on studying peer pressure as a correlate of mobile phone addiction.

Research Questions

The following research questions guided the study

1. What is the peer pressure mean scores of public university students?
2. What is the mobile phone addiction tendency means scores of public university students?
3. What is the relationship existing between peer pressure and mobile phone addiction tendency among public university students?
4. What is the relationship existing between peer pressure and mobile phone addiction tendency of public university male students?
5. What is the relationship existing between peer pressure and mobile phone addiction tendency of public university female students?

Hypothesis

1. There is no significant relationship existing between peer pressure and mobile phone addiction tendency of public university students
2. There is no significant relationship existing between peer pressure and mobile phone addiction tendency of public university male students
3. There is no significant relationship existing between peer pressure and mobile phone addiction tendency of public university female students.

Method

Research Design

This study employed a correlational survey design. A correlational survey design is a kind of survey design that seeks to establish a relationship between two or more variables as well as predicts the relevance of a variable over the other Onah and Anameze (2022) A correlational survey design is considered appropriate for this study because it seeks to find the relationship existing between two variables namely; mobile phone addiction and peer pressure.

Population of the Study

The population for the study comprised 18,870 university students in the two public universities in Anambra State.

Sample and Sampling Technique

The sample for the study consists of 2000 University students selected from two public universities in Anambra State. Simple random sampling technique was used to select two faculties each from Nnamdi Azikiwe University, Awka and Chukwuemeka Odumegwu University Igbariam respectively, then disproportionate stratified random sampling was further employed to select 500 students each from the faculties chosen. This yielded a total of 2000 (1000 males and 1000 females).

Instrument for Data Collection

The instruments for the study consist of two questionnaires, namely Mobile Phone Addiction Tendency Scale (MPAS) and Peer Pressure Inventory (PPI) all developed by the researcher. Mobile Phone Addiction Tendency Scale (MPAS) consists of 26 items while Peer Pressure Inventory has 11 items of 4-points scale respectively ranging from Strongly Agree to Strongly Disagree which covers attributes of mobile phone addition tendency and peer pressure. Each of the two questionnaires has two segments respectively; the first segment provided for the instructions on how to respond to the items while the second segment comprises the items to be responded to.

Validation of the instrument

The instruments: MPAS and PPI were subjected to face and content validity: The draft copies of the purpose of the study, research questions and hypotheses, together with the instruments were given to three experts: in Measurement and Evaluation, Guidance and Counselling and Educational Psychology from the faculty of Education Nnamdi Azikiwe University, Awka. The experts carefully scrutinized the items to check for their appropriateness and adequacy, as well as their relevance, clarity and language expression. Some suggestions and recommendations were made by the experts, which included reframing of some of the items to make them appropriate for the study, splitting of compounded statements and removing of some items that are not relevant to the study. These suggestions and recommendations were strictly adhered to by the researcher in reorganising, restructuring and modifying the drafted instruments. The instruments were therefore considered valid for the purpose of the study.

Reliability of the Instruments

The reliability of the instruments was established by the use of Cronbach alpha method: 20 students selected from the faculty of Education, Enugu State University of Science and Technology Agbani in Enugu State was used for a reliability test to establish the reliability of the instruments. The questionnaires MPAS and PPI were distributed to the selected students in the university. The university was used because it shares similar characteristics with the ones to be used in the study. Firstly, it is a public university; secondly, it is situated in a place close to Anambra State in which the study will be conducted. The completed copies was collected and analysed. The reliability coefficient of Peer Pressure and Mobile Phone addiction tendency yielded 0.57 and 0.81 respectively

Method of Data Collection

The administration of the instruments was done through direct delivery approach. By this method, copies of the questionnaires were distributed personally to the

respondents with the help of two trained research assistants. The researcher instructed the research assistants thoroughly on the purpose of the research, the content of the questionnaires, how to administer and how to collect the instruments. The researcher with the research assistants went round the designated public universities, distributed copies of the instruments to the respondents and collected them back on the spot after their completion. Research questions were analysed with regression statistics and Hypothesis were tested with t test.

Method of Data Analysis

Data was analysed with the use of aggregate scores, percentages, Pearson Product Moment Correlation Coefficient (r) and Multiple Regression Analysis. Research questions 1-2 were analysed with aggregate scores and percentages, research questions 3-5 were analysed with Pearson Product Moment Correlation Coefficient (r) while the hypothesis were tested with t test.

PRESENTATION OF RESULTS

Research Question 1

What are the peer pressure scores of university students in Anambra State?

Table 1: Range of scores on peer pressure scores of university students in Anambra state

Range of scores	N	%	Remarks
11 – 27.49	444	88.8	Low Peer pressure
27.5 – 44	56	11.20	High Peer pressure

Table 1 reveals that 224(11.20%) of the university students with the scores ranging from 27.5 and 44 have high peer pressure, while 1,776(88.8%) others who scored between 11 and 27.49 have low peer pressure.

Research Question 2

What are the mobile phone addiction tendency scores of university students in Anambra state?

Table 2: Range of scores on mobile phone addiction tendency scores of university students in Anambra state

Range of scores	N	%	Remarks
26– 64	700	35.0	Low mobile phone addiction tendency
65 – 104	1300	65.0	High mobile phone addiction tendency

In table 2, it was observed that 1300(65.0%) of the university students with the scores ranging from 65 and 104 have high mobile phone addiction tendency, while 700(35.0%) others who scored between 26 and 64 have low mobile phone addiction tendency.

Research Question 3

What is the type of correlation existing between the peer pressure of public university students in Anambra state and their mobile phone addiction tendency?

Table 3: Pearson r on the peer pressure of public university students in Anambra state and their mobile phone addiction tendency

Source of Variation Remark	N	Peer pressure r	Phone addiction tendency r
Peer pressure negative relationship	2000	1.00	-0.001
Phone addiction tend.	2000	-0.001	1.00

In table 3 it was observed that there is very low or no negative correlation of -0.001 existing between the peer pressure of public university students in Anambra state and their mobile phone addiction tendency.

Null Hypothesis 1

The type of correlation existing between the peer pressure of public university students in Anambra state and their mobile phone addiction tendency is not significant.

Research Question 4

What is the type of correlation existing between the peer pressure of public university male students in Anambra State and their mobile phone addiction tendency?

Table 4: Pearson r on the peer pressure of public university male students in Anambra state and their mobile phone addiction tendency

Source of Variation Remark	N	Peer pressure r	Phone addiction tendency r
Peer pressure positive relationship	1000	1.00	0.242
Phone addiction tend.	1000	0.242	1.00

In table 4 it was observed that there is low positive correlation of 0.242 existing between the peer pressure of male public university students in Anambra state and their mobile phone addiction tendency.

Null Hypothesis 2

The type of correlation existing between the peer pressure of public university male students in Anambra State and their mobile phone addiction tendency is not significant.

Table 5: t-test on the significant of Pearson r of peer pressure of public university male students in Anambra state and their mobile phone addiction tendency

N	cal. rdf	cal.t	Pvalue	Remark
1000	0.242	248	5.194	0.000 S

S = Significant

Table 5 indicates that at 0.05 level of significance and 248df, the calculated $t_{5.194}$ with pvalue 0.000 which is less than the critical 0.05. Therefore the fifth null hypothesis is not accepted. The type of correlation existing between the peer pressure of public university male students in Anambra State and their mobile phone addiction tendency is significant.

Research Question 5

What is the type of correlation existing between the peer pressure of public university female students in Anambra state and their mobile phone addiction tendency?

Table 6: Pearson r on the peer pressure of public university female students in Anambra state and their mobile phone addiction tendency

Source of Variation Remark	N	Peer pressure r	Phone addiction tendency r
Peer pressure negative relationship	1000	1.00	-0.243
Phone addiction tend.	1000	-0.243	1.00

Table 6 shows that there is low negative correlation of -0.243 existing between the peer pressure of female public university students in Anambra state and their mobile phone addiction tendency.

Null Hypothesis 6

The type of correlation existing between the peer pressure of public university female students in Anambra State and their mobile phone addiction tendency is not significant.

Table 7: t-test on the significant of Pearson r of peer pressure of public university female students in Anambra state and their mobile phone addiction tendency

N	cal. rdf	cal.t	Pvalue	Remark
1000	-0.243	248	4.800	0.000

S = Significant

Table 7 reveals that at 0.05 level of significance and 248df, the calculated t4.800 with pvalue 0.000 which is less than the critical 0.05. Therefore the sixth null hypothesis is not accepted. The type of correlation existing between the peer pressure of female public university students in Anambra state and their mobile phone addiction tendency is significant. In summary; 11.20% of the university students have high peer pressure while 88.8% have low peer pressure., many of the of the students (65%) have high mobile phone addiction tendency and there is low or no positive correlation existing between the peer pressure of public university students in Anambra State and their mobile phone addiction tendency

Discussion of findings

This result indicated that a good number of university students in Anambra State have high level of mobile phone addiction tendency. This is in line with the findings of scholars like Kuss (2017) which observed that there is mobile phone addiction among the youth. The present study endorsed that as it in other parts of the country university students in Anambra state are also addicted to the mobile phones. The findings of the study reveals very low or no negative correlation between peer pressure and mobile phone addiction and implies that a good number of young people in Anambra State are to an extent influenced by their peers towards being addicted to mobile phones especially the university students. The findings aligned with the findings of Seon-Jeong and Young-Jin (2021) which indicated that adolescents reporting more peer pressure had higher levels of social network sites addiction. This results shows that even though there is peer pressure among university students in Anambra, it is not very significant as it concerns mobile phone addiction. This result is however in contrast with the opinion of Hartney (2021) who opined that peer pressure and popularity can result in addictions. It also contradicts the findings of Wang, Zhao, Wang, Xie, Wang and Lei (2017) which shows negative correlation between peer pressure and mobile Phone addiction.

More so, this result showed that university female students in Anambra State exhibit tendency to mobile phone addiction due to peer pressure and agrees with the opinion of Rudolph and Rose (2006) and with the findings of Brown (ND) which found that females tend to have less resistant to deviant peer pressure than the male. Hakoama and Hakoyama (2011) asserts that females have more tendency and intense connection to their phones as compared to the males. The present study has also similar findings.

Conclusions

Based on the findings of this study, the following conclusions were made: There is an indicator that a good number of university students in Anambra State have mobile addiction tendency and peer pressure in varying degrees respectively. While mobile phone addiction tendency in Anambra State is high (65%) peer pressure is low 11.20%. On a general note, peer pressure shows some degree of significance in relation to mobile phone addiction tendency and therefore is not a negligible variable in studying mobile phone addiction tendency. This findings is in line with the findings of other scholars who found significant correlation with peer pressure and other addictive behaviours such as sexual attitudes, and substance abuse.

Recommendations

Based on the findings of this study, the following recommendations were made:

1. Counsellors should organize workshops and seminars regularly to sensitize students on the negative influence of peer pressure.
2. Counsellors should create avenue for both group and individual counselling for students having mobile addiction tendency.
3. The ministry of information, education, and other public enlightenment agencies as well as non-governmental organisations (NGOs) should work with counsellors to create awareness on the relationship between peer pressure and mobile phone addiction tendency as a way of making them abhor all forms of social attributes that leads to mobile phone addiction.

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