

# READING ON MOBILE PHONES-STUDY HABITS OF UNDERGRADUATE LEARNERS

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## **ABSTRACT:**

*Reading books is a good habit. But now a day's mobile reading habit is increased in all the users for what they searched for. In the case of undergraduate learners, using fourth generation network mobile is in present scenario. Extensive usage of network at global level and the use of various forms of reading materials particularly web documents and multimedia resources. The electronic documents, I.e. E books, journals, E-mails and online databases. This paper previews the developments and various issues of the mobile readers' particularly undergraduate learners.*

## **KEYWORD:**

*Mobile reading, Online reading, Web searching, Information technology, Reading habits, Communication.*

## **INTRODUCTION:**

In these days about 80percent of internet users have a smart phone to use internet providers' packages for monthly, Quarterly and yearly as they require. Now a day's smart phone is equal in use as a computer. Depends on network speed, every learner, clear their doubts by using mobile internet.

The microwave radiation from mobile phones is harmful to the youngsters due to excess usage .In the recent surveys 85 percent of people reveal that mobile phones are the central part of their daily life.

Information technology (IT) developed online services in the area of human interaction and conversation. By the 2020 above 60percent of global population will subscribe to mobile services as per the prediction of GSM association, 2015. In some institutions cell phones need not allowed to the students, because they may use to other activities and it may distract their attention from learning.

According to UNESCO survey "Mobiles and internet transform illiterates to literates". It was found that one third of mobile device women users are reading stories to their children on them. Mobile devices can offer pagination that matches with original text. In using of mobile phone continues reading problem may arise while sleeping because of its color background and brightness.

### DEVELOPMENTS:

Internet searches are almost wholly dominated by Google algorithms. For the last few years Google is rewarding websites of mobile friendly for designing websites for user searching. The companies are investing a lot of money for the mobile device Apps.

According to internet data center mobile connections had reached above 165 million units up to the year 2014. Websites visibility is increase through search engine optimization. Mobile companies are going to strengthen the search engine optimization. Larger displays in mobile smart phones will help the e-book readers and play videos have a better experience. Tab phones are becoming more common and increasing number of phones by mobile manufacturing companies due to the usage of e-book readers.

Research findings reveal that the excess use of mobile phones and tablets may lead to a number of health issues such as headache, less concentration and memory loss and also extreme tiredness. About 77 percent of the students depend on mobile and most of them have knowledge by 84 percent on adverse effects.

### CONCLUSION:

Most of the undergraduate learners are getting knowledge on their education and government notifications. Illiterates also know the mobile using now a day and reduced their expenditure on communication. Due to the search engine optimization most of the websites are in visible and the learners are giving priority to develop their knowledge and communication skills. Apart from this research finding reveal that the excess use of mobile phones is creating problems on Psychology and health. Due to this complication mobile users are to be aware of these problems and create good environment in using communication technology.

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