

**OMNIPRESENT AND OMNIFARIOUS SMART MOBILE: MEASURING USERS' PERCEPTION, PRACTICE AND POWER**

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**Abstract**

*The technology of Internet and Smart mobile devices is increasingly becoming dynamic and attractive, as users are also increasingly becoming visible. Anchored on Domestication Theory, the study explores the dialectics of online and smart mobile features and the relationship with the users' practice and control. The study adopted survey method, with questionnaire as instrument for data collection to sample 200 undergraduate students of Madonna University, Nigeria, Anambra state, Nigeria. It was found that students are heavy users of smart mobile, mainly, for entertainment purposes and cannot manage its usage. However, that does not translate to or increase their online presence because internet access is still a major challenge among the students. The study therefore recommends that media literacy should be incorporated into school curriculum so as to help individuals, especially young adults to manage their smart mobile and online presence.*

**Key Words: Online, Smart Media, Omnipresent, Omnifarious, Practice**

**Introduction**

We live in a world that is dominated with the media (Mujtaba, 2011; Ezeh, 2014). There is nothing one can do today without the media, especially, the new media of internet and mobile phone. The internet is a product of nascent technology, which application in global communication was foretold in 1964 by Marshal McLuhan, as reducing the world to "a global village". Ezeh (2015) noted that the speed at which information is disseminated through the internet may have led Agba (2000) to believe that it operates as a super-highway for communication contents. Internet media are increasingly becoming instantaneous, international, interactive and invasive (Mcgonagle, 2013). The expression showed the overwhelming content distribution capability of the internet, which currently has been explored through the mobile media. This makes information easily available, irrespective of distance and provides a rapid consumption of contents.

Smart mobile is loosely defined here as any mobile technology that is handy, such as cell phones, tablets and other hand-held devices that can make call, text, browse and do all that computers can do. Today's mobile phone is seen as a miniaturized computer, convenient to carry and does all that computers

do. The mobile phone has made history as one of the fastest diffusing communication technologies (Wei, 2013) and the world's largest distribution platform (Khalil, Dongier and Qiang, 2009) and a window into the increasingly fast-paced world (Punch, 2017). Most mobile phones used today are internet-enabled, migrating from just making calls and sending short messages to indispensable gadgets that play multi-faceted roles, including computing, banking, online shopping, virtual assistant, fitness coach, personal physician, news source, compass, etc. It also enables the users to call, chat, ping, facebook, tweet, whatsapp, surf, search and browse, thereby increasing their online presence.

Smart mobile has become an integral part of everyday life for most of the world's population (Global Digital report, 2017), affecting access to information and media use. This is because smart mobile is a personal medium, always on and with the owners; they integrate it more seamlessly into their day-to-day activities, making it a culture to use it to surf the net for everyday information. A study has it that 85 percent of Nigerians access the internet via mobile devices with 48 percent of Nigerians spending less than 3 hours on the Internet per day; 44 percent spend 3-8 hours per day; 5 percent spend more than 8 hours daily and 3 percent spend less than an hour every day (Paulse.ng, 2015).

Existing literature (Omenugha, 2010; Cash et al 2012; Christensen & Jerslev, 2016) record that the flood of information provided by the internet makes the users ever present in internet, navigating from one application to another seeking for information, education, entertainment, support etc. With the mobile media, users' online visibility is increased, connecting easily with others and ever present in different local and global context, irrespective of their physical location; sharing everyday life and experiences. This could be problematic and prevents the users from living the life they want (Karse and Syvertsen, 2016). This has however necessitated the call for users' regulation of their media consumption and presence.

Mobile media is perceived as a personal device and rarely shared with a second person (Feldmann, 2006), always on the owner and has become convergent. The increasing presence of mobile media features and ways media producers structure users' opportunity for participation has raised a question to participatory practice and users' capability to manage their own presence in the media. Again, although greater access to mobile phone and other model variations and the recent low rate of data subscription in Nigeria which offer greater user opportunities for internet access is a welcome development, there is a potential atmosphere of public concern around the issue of mobile media users, especially among the youths.

The youths are believed to be ardent users of mobile media and internet (Kushin and Yamamoto, 2010; Oyesomi, Ahmadu and Itsekor, 2014), and increase in the amount of time spent on different applications which internet and smart mobile offer also have been observed. Whatever the application (general surfing, pornography, chat rooms, message boards, social networking sites, video games, email, texting, cloud applications and games, etc.), these activities support variable reward structures. This huge mobile media presence of the youth, in this case undergraduate students of Madonna University Nigeria, Anambra state, prompts questions of the strategies the students put in place to minimize their smart media and online presence.

## **Research Questions**

The study addresses the following questions:

1. What are the preferred smart mobile applications among the undergraduate students of Madonna University Nigeria?
2. What is the students' perception of the attributes of mobile media?
3. What averts the students' online media use?
4. What strategies do students use in controlling their Smart mobile and online presence?

## **Literature Review**

### **The Technology of Smart Mobile Media**

Mobile media have evolved into a universal information and communication device. Clark, 2003, in Santaella, 2011 gave four distinct meanings to mobile technologies as:

1. Device may be, at any given time, at different locations from that in which they were at one or more previous time.
2. Devices are mobile in the sense that they are at any location that allows transmission for another devices.
3. They are mobile in relations to the surface of the earth for an example when a user is on a plane.
4. Lastly, devices are designed to be easily and conveniently portable and independent from wire transmission. p. 296.

The mobile media is changing from a pure communication device for making calls in the past into a device that can be found only on a personal digital assistance or a computer, which can offer personalized services when connected to the internet. It has become a personal everyday access similar to wrist watch that is carried close to the body, at least within reach and that functions as a personal communication and data control (Feldmann, 2006). A study has it that:

- More than half the world now uses a smartphone;
- Almost two-thirds of the world's population now has a mobile phone;
- More than half of the world's web traffic now comes from mobile phones;
- More than half of all mobile connections around the world are now 'broadband';

Taske & Plude (2011) reports that about 68% of mobile subscriptions are in developing countries as Nigeria, calling mobile phones, the computer of choice of the global poor and "empowerment tool". A study also has it that Africa has 960 million mobile subscribers and 216 million internet users at penetration rates of 80% and 18% respectively, while in Nigeria, mobile subscribers have reached 150 million and the number of its internet users have climbed to 97.2 million at penetration rates of 81% and 53%, respectively. Although Nigeria, Egypt and Kenya are among the biggest mobile phone and internet users in Africa, Nigeria has 62.2 million and 52.1 million more internet and mobile users than Egypt, respectively. It also outpaces Kenya by 65.3 million and 110.78 million internet and mobile users, respectively (Smith & Tran 2017, April, 2017).

Ownership of mobile media gadget has greatly increased in Nigeria (Orlu-Orlu, Asadu & Ezeh, 2015; Omenugha & Uzoegbunam 2015). Mobile phones are predominantly most preferred and readily available and accessible medium through which youth access online media (Ezeh, 2015; Omenugha & Uzoegbunam 2015; Edegoh & Anunike, 2016). With the explosion in the internet and mobile media use in Nigeria, the use of every type of media has also been on the increase. This is because internet-enabled mobile media can be used to access videos, games, music, social networking, net surfing, messaging and the rest. There is also increase in the use of mobile technology as the site of much social media interaction, especially in the developing world (Omenugha & Uzoegbunam, 2015). This also reaffirms the position of (Ogunlesi, 2013; Ezeh, 2015) that social media usage in Nigeria cannot be understood outside the mobile phone revolution.

The use of smart mobile for communication has been reviewed by various scholars (Omenugha, 2010; Wei, 2013; Mojaye, 2015). For instance, the mobile media have been increasingly becoming dynamic and attractive that users hardly do without them. The mobility of the media allows the users easily access to information which ordinarily would have not been known. The mobile phone is empowering as users can 'meet' people who otherwise they may not have had the opportunities to meet in real life (Omenugha, 2010). In underscoring the importance of mobile media, Karlsen and Syvertsen (2016), note that decreasing self- involvement in the use of mobile media will decrease self-improvement and if individuals do not self-improve, they run the risk of being neither marriageable nor employable. With mobile media, users have the power in their own hands to connect and create various bonds with different people thereby transforming their personal social networks (Kaplan & Blakley 2009).

From a tool whose greatest utility was once tied around making calls and sending short messages, mobile phones have become indispensable gadgets that play multi-faceted roles, including computing, banking, online shopping, virtual assistant, fitness coach, personal physician, news source and compass. Feldmann (2006) notes that the major characteristic of a mobile technology is its degree of miniaturization. Its miniaturization and internet enablement has become a portable device that users have turned into an

indispensable personal accessory; carrying it close to their bodies similar to wrist watch. “This process is a necessary precondition for ubiquitous availability of mobile content and services. Mobile media have fully integrated into the life of users and because of its ubiquitous nature, many of its users’ lives are mobile media centered and less anchored in ‘real life’ p. 59.

Again, mobile media continue to be upgraded with extraordinary technologies that make them more attractive and engaging. Media producers also employ different strategies in obtaining loyalty from the mobile media users. This can be achieved through notifications, updates from friends, news updates, last post, etc. For instance, on Facebook, there are notifications for likes, pokes, waves, comments, messages, etc. These media producers’ strategy largely revolves around grabbing the attention of users in a short interval. Smart media can also be used to track and document people’s activities and media use, for instance, last seen on Whatsapp, last post on Facebook, last active on messenger, etc.

It has been established that people have problems with media ubiquity, (Lomborg & Bechmann, 2015; Karlsen & Syvertsen, 2016). The online media with the characteristics they offer is likely to influence both individual’s sense of present and their common ability to construct and maintain social relations (Christensen & Jerslev, 2016). There is call (Karlsen & Syvertsen, 2016) to minimize the significance of mobile technology in the user lives and mental awakening to reduce the effect by scaling down its usage. This means having 'requisite' levels of information and communication, while avoiding states of hyper-connectivity.

### **Young People and Mobile Media**

The use of smartphones remains pervasive among young adults (Nwachukwu and Onyenankeya, 2017). It is becoming a defining part of their culture and an essential part of their everyday lives; and offers them more access to Internet. Bulus (2015), quoting (Halvais et al 2006) notes that one reason why people use Internet is to gather various pieces of information and those who needed to create more outlets for information reception were most likely to adopt online services. Research has it that the young adults spend time using mobile media than they spend in other activities (Coyne, Padilla-Walker & Howard, 2013). There is significant relationship between mobile media users’ age and number of hours spent on phones; and the activities students engaged their phones determined the number of hours they spent on the phones (Nwachukwu and Onyenankeya, 2017). The younger the person, the greater the likelihood he or she uses mobile media to access to the net (Baran, 2009; Ukwueze, 2014). There is also a significant relationship between heavy use of smart mobile and sleep disorder (Scutti , 2017; Murai, 2015; White, Buboltz & Igou 2011). Students who use a mobile phone for more than four hours a day to talk, send email or surf the Net, habitually do not get to sleep until after midnight; and it affects the quality of their sleep and they frequently do have trouble the next morning (Murai, 2015). Similarly, (White, Buboltz & Igou 2011), note that students may have a “hyper vigilant” attitude towards their phone, and may immediately awaken to the sound of their phone in the same way a mother awakens upon hearing her baby cry.

However, students who control their smart mobile usage, tweet and text only relevant messages whether related or unrelated to class lectures have positive impart in class activities than student who compose tweets or respond to irrelevant messages (Kuzrekoff, Munz & Titworth, 2015). Similarly, students who do not use mobile phones during lectures recall detailed information from lecture than students who actively use their mobile phones during lectures (Kuzrekoff & Titworth, 2013). And using a mobile phone for an extended time also affects students who habitually study a lot (Murai, 2015).

There are reported cases of short sightedness among young people due to excessive use of smart phones and tablets (Yasmeen, 2015; Daily Post, 2016). A research by David Allamby, founder of Focus Clinics, USA, suggests that since the launch of smart phones in 1997 there has been a 35% increase in the number of people with advancing myopia (short-sightedness) and it is estimated that the problem would increase by 50 per cent in the next 10 years (Daily Post, 2016). Again, the habit of using mobile phone before bedtime in the dark can cause extensive strain to your eyes; and continuous use in the dark can cause irreversible eye macular degeneration, resulting in rapid deterioration of vision (Yasmeen, 2015).

From the ongoing literature, it has been established that as the youths spend longer time with their smart mobile navigating through different applications powered by the Smart mobile gadget to gratify

certain needs, it has a lot of negative implications. What remains unclear is that if the heavy use of Smart mobile among youths, in this case students of Madonna University, Nigeria to access different applications translate to or increase their online presence; and measures they put up to control their Smart mobile usage. This is the lacuna this study tries to fill.

## **Theoretical Framework**

### **Domestication Theory**

**Media Domestication theory** was first developed in the early 1990s, most prominently by Silverstone and Hirsch, 1992. It is an approach in science and technology and media studies that describes the processes by which innovations, especially new technology is 'tamed' or appropriated by its users; and how they are increasingly interwoven in users' lives. 'The domestication concept enables researchers initially to understand media technology use in the complex structure of every-day life settings, with attention to interpersonal relationships, social background, changes and continuities, but also to the increasingly complex interconnection between different media, and the convergence of different media technologies and media texts' (Hynes and Richardson, 2009, p. 486). It shows how media and communication technology change from being external to becoming incorporated into the household, sometimes reaching a state of being taken for granted (Karlsen & Syvertsen, 2016). It is an alternative to Rogers Diffusion of Innovation and 'tries to strike a balance where technologies and people adjust to each other and find or not find a way to exist' (Hynes and Richardson, 2009, p. 486). It shows how media and communication technology change from being external to becoming incorporated into the household, sometimes reaching a state of being taken for granted (Karlsen & Syvertsen, 2016)

Silverstone and Hirsch gave four dimensions of domestication theory as; appropriation, incorporation, objectification, and conversion. At appropriation stage, the technology is moved from outside into the household, where they are ascribed meaning to and made familiar and important in the household setting. The acquisition/possession or ownership of the technology is the main activity or concern. A technology gets appropriated as it is sold and then owned or possessed by a household. That is the point at which a commodity crosses the threshold between public and private, beginning its new life as a domestic object. Incorporation process implies integration of media into routines and part of rituals in household. This is determined by the amount of time and importance attached to the media. Objectification is "closely related to incorporation, but instead of time management, it concerns management of space: where you place the media artifact and how central it should be in the house and rooms, or – on a more cognitive level- how much room it is allowed to take, for example, in conversations" (Karlsen & Syvertsen, 2016, p.33). The last stage is the conversion; here technologies/media are not only integrated into everyday life and adapted to daily practices, but also become part of the identity of the individual users or household and part of what the household members express to the outside world.

However, some scholars (Karlsen & Syvertsen, 2016; Hynes and Richardson, 2009) argue that Media Domestication could be problematic, as the media, especially the Smart mobile media is becoming increasingly ubiquitous, invasive and part of rituals and increasingly overwhelming the users. There is need for studies of how users handle their media presence and self-regulate their own media consumption.

### **Methodology**

To achieve the objective of the study, the population of the study was made up of undergraduate students of Madonna University Nigeria, Okija Campus, Anambra state. The choice for undergraduate students arose from the facts that research has proved that they are more likely to use the mobile media and spend more time online than other cohorts. A sample of 200 students within the compound who was seen using mobile media was purposively selected. The decision to use students of Madonna University Nigeria, Okija Campus, was because of proximity and other logistic considerations.

The instrument for data collection was self-administered questionnaire developed by the authors. Most of the questions are Likert scale on a five-point scale. The rest are close-ended structured questions. In all, out of 200 copies questionnaire administered, 196 were returned and used for the study. To achieve reliability of the instrument, a pilot study was conducted in the university where the instrument was used.

The response provided avenue for corrections and improvement on the instrument. The data generated was analyzed using Statistical Package for Social Sciences (SPSS).

**Result**

The results of the study are presented, analyzed and discussed below using SPSS statistical tool. Two hundred copies of the questionnaire were administered on the respondents by hand. However, 196 copies of the questionnaire were valid for this study. The details of results are as follows;

**Table 1  
Gender**

	Percent	Valid Percent	Cumulative Percent
Valid Male	30.1	30.1	30.1
Female	69.9	69.9	100.0

Table 1 above shows the sex distribution of the respondents. The data show that the males were under sampled as more than two third of the respondents or 69.9 percent were female; while just 30.1 percent of the respondents were males. It means that females were 2.5 times more than males in the sample, as respondents. Although both sexes were given equal chance of participation in the study, there is an indication that significant disparity existed between the genders used for the study.

RQ1: What are the preferred Smart mobile applications among the undergraduate students of Madonna University Nigeria?

**Table 2  
Rank Order of the Preferred Smart Mobile Media Applications**

	Mean	Std. Deviation
News Applications	3.17	1.447
Social Networking	3.32	1.537
Video Games/ Music	3.57	1.269
Chat room,	3.21	1.386
Cloud Application	3.37	1.464
Messaging	2.62	1.269
Pornography	2.10	1.441
Email	2.70	1.141
Academic application	2.48	1.311

Table 2 above displays the data on the ranking by respondents of the different Smart mobile applications they prefer. Reading across the table, it shows that social networking, video games/music, chat room, news applications and cloud applications are significant at >3.0. However, among the significant applications, Video games/ music applications recorded 3.57>3.0 ranking highest among other applications, followed by Cloud Applications which ranked second at 3.37>3.0. Others are insignificant at they scored below the decision point of 3.0. Among the insignificant applications are; messaging, pornography, Email and academic applications. Pornography ranked lowest with 2.10<3.0.

RQ2: What is the students’ perception of the attributes of a Smart mobile?

**Table 3**  
**Perception of the attributes of a Smart mobile**

Perception	Mean	Std. Deviation
<b>Perceived Benefits</b>		
Smart mobile helps me gain more knowledge	3.82	1.275
Smart mobile helps me connect with family and friends	4.31	.906
Smart mobile media helps me relax and ease tension	4.06	1.046
Smart mobile media raises my self-esteem	3.35	1.507
<b>Perceived Indispensability</b>		
Am always eager to use the Smart mobile	3.78	1.323
Smart mobile media prevents me from doing other important things	3.91	1.233
I feel cut off from the world when am not with my smart Mobile	2.54	1.306
I feel good using Smart mobile	3.56	1.458

Perceived benefits and dispensability of Smart mobile as rated by the undergraduate students were represented by mean score in Table 3 above. There is generally high reliability scores obtained from the rating of four items for perceived benefits of mobile media. However, ‘connecting with family and friends’ and ‘mobile media helps me to relax and ease tension’ have the highest mean score of 4.31 and 4.06 respectively. This could not be unconnected with the fact that the respondents have earlier in this study indicated preference for the use of music, video and social networking applications. For indispensability, the mean rating of the 3 item shows the tendency relating to excess use/addictiveness to the Smart mobile. ‘Mobile media prevents me from doing other important things’ (3.91) rated highest while the item ‘mobile media use, sometimes get me into problems’ rated the lowest at 2.54.

RQ3: What averts the students’ Smart mobile use?

**Table 4**  
**What averts the students’ use of smart mobile media?**

What averts the students’ use of smart mobile media	Mean	Std. Deviation
Time	2.38	1.382
Data Subscription	4.63	.589
Power Supply	3.90	1.168
Poor Network	3.73	1.237

From the data on Table 4 above, most of the reasons why students don’t use their mobile phones as listed above are very significant at the mean rating above 3.00. However, the major reason is data subscription at 4.63 while the least is time at 2.38.

RQ 4: What strategies do smart mobile users use in controlling their online media presence?

Literature evident that smart mobile media users tend to always be with their Smart mobile, the study therefore further sought to find out strategies the respondents employ to limit their mobile phone usage.

**Table 5**  
**Strategies use to limit smart mobile usage**

Strategies	Mean	Std. Deviation
uninstall unnecessary applications	3.39	1.468
use of app to control usage	2.44	1.419
turn off Data for Sometimes	3.18	1.158
Turn off media for sometime before going to bed	2.74	1.384
Turn off Instant Notifications	1.81	.978
keep phone away for sometimes	2.59	1.369

‘Uninstall unnecessary applications’ and ‘turn off Data for Sometimes’ are the significant strategies use by the respondents to limit their Smart mobile use and online presence, while ‘Turn off Instant Notifications’ is grossly insignificant at  $1.81 < 3.0$ .

### **Result**

The results of the study are presented, analyzed and discussed below. Two hundred copies of the questionnaire were administered on the respondents. However, 196 copies of the questionnaire were valid for this study. The details of results are as follows;

This study examines the ubiquitous nature of Smart mobile, users’ perception, practice and strategies adopt in controlling their mobile media presence. Female respondents constituted the highest number in the valid sample of 200 students, accounting for 69.9 percent of respondents in the study. There is a significant disparity between the genders used in the study

It was found that the mobile media are great companion to the students and perceived as a very beneficial gadget. The practice of listening, viewing and sharing videos and music through the mobile media; social networking, chatting, cloud applications are overwhelming dominant users’ practice compare to using email, messaging and pornography. The considerably high use of Smart mobile for gaining information shows it keeps them abreast of local and global information that will definitely better their lots, social networking/social media get them connected with families and friends irrespective of distance; closing time barriers and communication cost. However, entertainment applications like music and video are the most significant among the use applications. No doubt that these entertainment applications are more likely to be engaging them longer than necessary with their Smart mobile than other applications. Unfortunately, the use of educational applications scored below the decision point with  $2.48 < 3.0$ . The implication is that despite the heavy use of smart mobile among the students, it is not use for academic advancement.

The high score obtained from the perceived indispensability of smart mobile media is a bit worrisome in terms of academic, work schedule, health and human relationship. Since the students attach much importance on Smart mobile and ever ready and excited using them, it is possible they could glue to the technology screen for many hours, taking the positions of other important life activities like off line reading, class room attendance, house chores and others as they spend a great chunk of their time with their mobile media. This is in line Domestication Theory that the way technology is valued in terms of time structure and spatial aspect determines how comfortable users are with it and identifies with it. Smart mobile users cling to it and also attach much importance to it, this could be the reason why almost all the factors listed under the indispensability of smart media are significant at  $> 3.00$ .

There are some practical and mental strategies a user can use to manage Smart mobile usage such as switching off instant notifications, keeping phones away, uninstalling unnecessary apps, switching off data and shut down phones some minutes before bed time. Notification is one of the strategies media producers employ in obtaining loyalty from the mobile media users. The study found that majority of the respondents do not turn off instant notifications of their mobile apps in order to stay updated with online activities. This is an indication that they are never late to online activities, as they check their phones

immediately they buzz to know who is doing what online. For example, when their friends make a new post or like or comment on their Facebook post, like their picture on Instagram, re-tweet their latest tweet etc.

Keeping mobile phone away for some time as a strategy to minimize its usage is insignificant at  $2.59 < 3.0$ . This implies that the respondents find it difficult to hold back or control their smart mobile usage because they have them always on or beside them. There is every tendency they operate it irrespective of where they are, and what they are doing. A practice that spells doom as it interrupts every other activity of the users and prevents them from living their lives. A strong correlation between late night mobile phone use and sleeping problem has been established (Murai, 2015; Punch, 2017), the study therefore also sought to know if the respondents do switch off their mobile phone some 30 minutes to an hour before bed time. However, switching off mobile phone before bed time is also insignificant at  $2.74 < 3.0$ , a negative outcome and an indication that activities like offline reading of books, spending quality time with the family members, reflecting on the day's activities are often neglected. Again, there is possibility of the users to develop eye problem (Myopia or shortsightedness) as a result of excessive glaring at the mobile screen (Daily Post, 2016) especially in the darkened room at bed time (Punch, 2017).

Mobile media provide the users with a lot of applications to work with. The higher the application, the higher the time users spend on phone. However, installing some mobile apps that could help them control their mobile phone usage is grossly significant at  $2.44 < 3.0$ . This means that the respondents are either ignorant of such app or do not want to use them. Access to the Internet is a plus in accessing other opportunities accruable in the use of a smart mobile but it is the major challenge amongst the students as uninstalling unnecessary applications and turning off data are significant at  $3.39 > 3.00$  and  $3.18 > 3.00$  respectively. Therefore, affording personal Internet or subscription will go a long way in determining what applications and how long the user spends online. Other factors include poor network and poor power supply. Since the students have inadequate power supply, it is more likely that although the users are always with their phone, it is much likely they go for offline applications more than online application as to save data and battery. No wonder they prefer entertainment applications like music and video, which can be downloaded and save for future offline uses, in as much as it has implications on smart mobile's battery life.

### **Conclusion**

Ownership of Smart mobile and its applications have increased among the undergraduate students. Video games/music, chat room, news applications and social networking are the significant applications use by the students. They perceived smart mobile as a very important and indispensable gadget. They cannot manage or place boundaries on their smart mobile usage as they compromise other important life activities for its usage. Although the students would always like to be online via their Smart mobile, subscription fee and poor internet network still pose a challenge. The students' ownership and heavy use of Smart mobile therefore do not translate or increase their online presence.

### **Recommendations**

1. Media literacy will go a long way in helping individuals manage their presence in the media.
2. Since mobile media has become integral part of people's culture, proper mobile media etiquette should be incorporated into school curriculum, from primary to tertiary institution.
3. Given the growing popularity and penetration of mobile media, and the way they are embraced by today's society, an explicative study is advocated to be conducted on this relatively new platform.

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