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## **Phubbing Symptoms Creating an Anti-Social Community**

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Phubbing is the habit of ignoring or snubbing another individual to stay focused on one's cell phone. Unfortunately, this might make the companion feel unimportant, neglected, and frustrated. Phubbing can have a significant impact on a person's friendships, love relationships, and even mental health. Furthermore, phubbing illustrates how technology and human contact are eventually incompatible. People who phub (also known as "phubbers") rarely use their phones for essential calls or emergency emails. More often, they are violating cell phone etiquette by using their phones to entertain themselves in a variety of ways, including; scrolling through their social media feeds, posting a selfie or photo of their meal or activity, texting other people and playing online games. All of these behaviours can be damaging to the person who is in direct contact with the phubber. Ultimately, the individual typically believes that the phubber does not care enough about them to focus and pay attention to them.

According to the research, phubbing has a significant negative impact on relationships such as marriages and other love relationships, as well as youth friendships,

which fall under this category. As a result, a new study is focusing on the causes that lead to phubbing and the impact phubbing has on our daily lives. Several studies, for example, demonstrate that certain circumstances may result in greater phubbing behaviour. Several determinants will contribute to this behaviour such as mobile phone addiction, Internet addiction, fear of missing out (FoMO) and nomophobia.

Even though smartphones have gradually penetrated our lives, people tend to check their smartphones regularly for constant updates from the virtual world (Blachnio, A. & Przepiorka, A., 2018). One negative of smartphone use is that it might isolate people and cause them to ignore one another while they are physically chatting. Furthermore, due to the widespread use of technology, the quality of face-to-face communication has deteriorated. Smartphone users are frequently reluctant to put their phones down for fear of losing any texts or notifications. Someone concerned about losing something important on social media will constantly check his or her smartphone, even in front of other people. As a result of their strong preference for mobile phones, people spend less time engaging in ordinary interactions. Phubbing is a problem that many people face nowadays when spending time with their peers or others. It happens when everyone is looking at their phones and no one is paying attention or

making eye contact with the other person (Chotpitayasunondh & Douglas, 2016; Karadag et al., 2015; Nazir & Pişkin, 2016).

Fear of Missing Out (FoMO) become one of the most important factors that lead to phubbing among youth. Researchers also claimed that FoMO was a more significant predictor of problematic use of public social media platforms such as Facebook, TikTok, Twitter and many more apps that are used by our community nowadays. Based on the research it suggests that FoMO will lead one individual to experience worries, which prompts them to participate in phubbing as a coping technique. These determinants can be associated with nomophobia.

Nomophobia is a phrase that refers to the fear of being without a smartphone, often known as smartphone addiction, and it can frequently be triggered by an online binge problem or internet addiction condition. Smartphones are now equipped with applications that go beyond those available on early computers. These smartphone apps have a significant impact on addiction. Excessive usage of these devices caused researchers to study and investigate the concept of computer or smartphone addiction, or in a nutshell, computer or smartphone addiction.

In a nutshell, even though individuals are aware of the negative effects of phubbing, people engage in phubbing behaviours in situations where they can communicate. When phubbers are unable to use their

smartphones, they get curious, anxious, worried, dissatisfied, angry, and depressed (Gökda, 2018). This demonstrates that phubbing is a risk factor for psychopathology. As a result, phubbing behaviour has a bad influence on communication, and if we do not recognise the degree of the problem, it will have a far greater negative impact on our relationships and mental health in the future.

## References

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