



St.Xavier's College of Education (Autonomous)
(Re-accredited (3rd Cycle) by NAAC at A Grade with CGPA: 3.67)
Palayamkottai, Tirunelveli, Tamil Nadu – 627 002.

PEOPLE'S INSIGHTS ON SOCIAL ISSUES

Cashless Transaction
Political Entry of Film Personalities
Mobile Dependence

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Preface

Sixth year in succession, our second year trainee teachers were sent to common people in order to interact with them on some social issues which influence them directly or indirectly . A number of issues affect the common people positively or negatively related to economic, political and psychological spheres of their life. This year the second year teachers have the social issues namely Cashless Transaction, Political Entry of the Film Personalities and Mobile Dependence.

The prospective teachers must have social awareness, they should know to process the social information and learn the social skills. This is a unique feature of our college in training students on acquiring social competence. When the student teachers interact with public, they encounter the difference of opinion among the people, the ways of expression, and the different frames of perception over an issue. This would enable them to analyse the issues in a bird eye view, develop an inquiry nature and analytical attitude. As part of developing soft skills among the trainees, they learn the communication moralities, techniques to approach a person and practice the skill of explanation among the people.

At the outset I thank all the student teachers who involved in the process of this social survey stating from preparation of tools, collection of data and analysis and interpretation of results. I thank whole heartedly thank the professors and other senior teaches who guided the students in the right direction to bring out this social project as book with ISBN number

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CONTENTS

Sl. No.	Title	Page No.
1. CASHLESS TRANSACTION		
1.0	Barter	01
1.1	The First Mint of Coins	02
1.2	Introduction of Paper Money	03
1.3	India's Money Trial	05
1.4	Cashless Economy	09
1.5	Countries Going Cashless	09
1.6	Cashless India	10
1.7	Significance of the Study	14
1.8	Statement of the Problem	14
1.9	Objectives of the Study	14
1.10	Method Used for the Study	14
1.11	Population and Sample for the Study	14
1.12	Distribution of the Sample	15
1.13	Tools used for the Present Study	16
1.14	Analysis of Data	16
1.14	Findings in Brief	36
1.15	Recommendations	38
1.16	References	39

Sl. No.	Title	Page No.
2. POLITICAL ENTRY OF FILM PERSONALITIES		
1.0	Introduction	43
1.1	Films as tools and mirrors of political stakes	43
1.2	Movie stars in politics	44
1.3	Factors enabling celebrities enter into politics	46
1.4	Dravidian politics	46
1.5	Cine celebrities in politics: pros and cons for democracy	48
1.6	Significance of the Study	49
1.7	Statement of the Problem	50
1.8	Objectives of the Study	50
1.9	Method Used for the Study	50
1.10	Population and Sample for the Study	50
1.11	Tools used for the Present Study	50
1.12	Distribution of the Sample	51
1.13	Analysis of Data	53
1.14	Findings in Brief	54
1.15	Recommendations	55
1.16	References	56

Sl. No.	Title	Page No.
3. MOBILE DEPEDENCE		
1.0	Introduction	60
1.1	Importance of mobile phones in our Daily life	61
1.2	Revolution of mobile Phones	62
1.3	Signs and Symptoms of Cell phone Addiction	68
1.4	Raising population of Cell phone Addiction	69
1.5	Impacts of Cell phone Addiction	70
1.6	Significance of the Study	73
1.7	Statement of the Problem	74
1.8	Objectives of the Study	74
1.9	Method Used for the Study	74
1.10	Population and Sample for the Study	74
1.11	Tools used for the Present Study	74
1.12	Distribution of the Sample	75
1.13	Analysis of Data	76
1.14	Findings in Brief	83
1.15	Recommendations	84
1.16	References	84

1.0 BARTER

A long time ago, people traded for what they wanted. Perhaps one person had a wonderful spear made of stone and wood. Another person had a beautiful necklace made of stones and shells. Each wanted what the other had. To solve this, they traded. This is called barter.



Figure 1: Barter Exchange

The Aztecs used small doll figures made of solid gold to buy things. The ancient Egyptians used ring money. Ring money was an actual ring made of bronze, copper, or gold. In ancient Egypt, people like to wear their wealth. When it came time to pay their bills, they simply pulled off a ring or two to use as payment. The Celts in ancient Ireland also used ring money, plus bracelet money. The Celts also liked to wear their wealth.

In other places in the world, people tried to use rice, or bread, or chocolate as money. But that did not work very well. The food went bad, or it was eaten.

Sometimes, it was hard for people to put a barter price on things. Instead of barter, people began to use money as a form of payment. In the beginning, things were not very consistent. People soon learned that although many things would work as money, to be useful, the item or items they chose to use as money had to follow a few simple rules:

- It had to be accepted as money by others
- It had to have an assigned value or worth
- It had to be easy to carry

- It had to be made of a strong material, something that could be handed from person to person.

1.1 THE FIRST MINT OF COINS

1.1.1 Ancient Lydia (Turkey)

About 2,700 years ago, somebody came up with the idea of using metal coins as money. The first coins appeared in ancient Turkey. Everybody loved this new idea. The amount that each coin was worth was stamped right on it. The coins were round and flat and made of gold and silver. They were small and easy to carry. They could be decorated with pictures and designs. The use of coins made trade simple. Like most coastal civilizations, these early people needed something to use to trade with visiting merchants who came by sea. Coins were the answer.



Figure 2: Coin used in Lydia

The metal used to mint coins is electrum, a natural alloy of gold and silver found locally. The coins are bean shaped and are struck on one side with a distinguishing mark, such as the image of a lion. The underlying purpose is to ensure a stable value in this variable metal of exchange, previously traded by weight alone. The state mint adds silver to the alloy to guarantee a mix of 55% gold to 45% silver.

A century later Croesus, king of neighbouring Lydia and famous for his wealth, becomes the first ruler to mint coins in pure gold and pure silver. Like the earlier coins, his are still stamped on just one side. They show the facing heads of a lion and a bull.

1.1.2 Ancient Greece

The idea of metal coinage spread on rapidly. By 2,500 years ago, each Greek city-state had developed its own coinage. Each Greek city-state had banks where visiting traders could exchange their coins for Greek coins, coins they would then use to buy and sell in the great Greek marketplaces.

Coins were not only used as money. In ancient Greece, coins were also believed to have magical powers. The Greeks designed their coins with pictures of their gods and goddesses. The Greeks were the first civilization to use pictures of real people on their coins. The first was Alexander the Great, back around 325 BCE. As time went on, the Greeks created bigger coins, each designed to commemorate a special event.

1.1.3 Ancient China: 7th - 3rd century BC

By one of the strange coincidences of history, the idea of coinage occurs at the same period in two far separated parts of the world. While the craftsmen of Ephesus are striking coins in Asia Minor, the skilled casters of China are making coins by a different method - pouring molten bronze into moulds. The results look very different. The Chinese bronze-casters, accustomed to turning out elaborate shapes for ritual vessels, incline to something more complex than a simple round coin.

Two shapes in particular are characteristic of the first Chinese coins. Coins of one type resemble the metal part of a spade, while others are like a knife blade with a handle. In both cases the flat surfaces are decorated with Chinese characters. These designs are copied in nearly all the states of China during the later centuries of the Zhou dynasty. Shi Huangdi, the first emperor of China, introduces the more rational round coin in the late 3rd century BC. Still cast in bronze rather than struck, they have a square hole in the middle - a shape characteristic of far eastern coins for the next two millennia.

1.2 INTRODUCTION OF PAPER MONEY

1.2.1 China: 10th - 15th century

Paper money is first experimented with in China in about 910, during the Five Dynasties period. It is a familiar currency by the end of the century under the Song dynasty. Another three centuries later it is one of the things about China which most astonishes Marco Polo.



Figure 3: First paper currency note used in China

1.2.2 Bank notes: 1661-1821

Paper currency makes its first appearance in Europe in the 17th century. Sweden can claim the priority (as also, a few years later, in the first national bank). In 1656 Johan Palmstruch establishes the Stockholm Banco. It is a private bank but it has strong links with the state (half its profits are payable to the royal exchequer). In 1661, in consultation with the government, Palmstruch issues credit notes which can be exchanged, on presentation to his bank, for a stated number of silver coins.



Figure 4: First Bank note used in Europe

Palmstruch's notes (the earliest to survive dates from a 1666 issue) are impressive-looking pieces of printed paper with eight hand-written signatures on each. If enough people trust them, these notes are genuine currency; they can be used to purchase goods in the market place if each holder of a note remains confident that he can indeed exchange it for

conventional coins at the bank. Predictably, the curse of paper money sinks the project. Palmstruch issues more notes than his bank can afford to redeem with silver. By 1667 he is in disgrace, facing a death penalty (commuted to imprisonment) for fraud.

Another half century passes before the next bank notes are issued in Europe, again by a far-sighted financier whose schemes come to naught. John Law, founder of the Banque Générale in Paris in 1716 (and later of the ill-fated Mississippi scheme) issues bank notes from January 1719. Public confidence in the system is inevitably shaken when a government decree, in May 1720, halves the value of this paper currency.

Throughout the commercially energetic 18th century there are frequent further experiments with bank notes - deriving from a recognized need to expand the currency supply beyond the availability of precious metals. Gradually public confidence in these pieces of paper increases, particularly when they are issued by national banks with the backing of government reserves. In these circumstances it even becomes acceptable that a government should impose a temporary ban on the right of the holder of a note to exchange it for silver. This limitation is successfully imposed in Britain during the Napoleonic wars. The so-called Restriction Period lasts from 1797 to 1821.

1.3 INDIA'S MONEY TRAIL – FROM 'KAUDIS' TO DIGITAL PAYMENTS

1.3.1 Early currencies

Cowrie shells, found abundantly in the Indian Ocean, were among the earliest forms of currency used in the world. In India, they were colloquially referred to as kaudi and were used in certain areas like Odisha even until the early 1800s.

The first documented instance of coins being used as currency in India dates back to the seventh or sixth century BC. These 'punch-marked' coins were stamped bars of metal (usually silver and copper) that were first issued in the Mahajanapada kingdoms of the Indian Iron Age, and they lasted until the end of the Imperial Mauryan period.

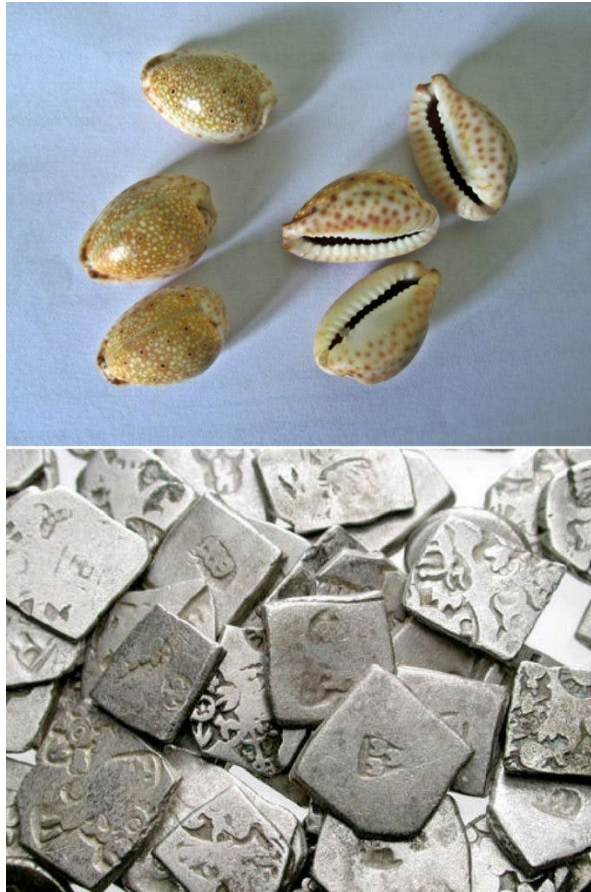


Figure 5: Cowrie shells and ‘punch-marked’ coins

The Indo-Greek kings then introduced new types of coins that would influence Indian coinage for many centuries to come. The Kushan Empire, which existed from the first to third centuries CE, began minting gold coins which featured mythological deities. The Gupta Empire, from 320-470 CE, produced the largest number of gold coins in Indian history, which is why it is often referred to as the ‘golden period’. Coins continued to take on various forms through the subsequent dynasties in India — from the Rajput and Mughal empires in the North to the Maratha and Vijayanagara kingdoms in the South.

It was Sher Shah Suri who, during his five-year rule from 1540-1545, introduced to the nation a new currency which is the ancestor of the modern-day Rupee. After defeating Humayun and taking over the Mughal Empire in 1540, Suri set up a new civic and military administration that issued a silver coin termed the Rupiya, which remained in circulation even during the remainder of the Mughal Period as well as during the Maratha era. The Rupiya remained the dominant standard currency even during the British Raj, despite the East India Company’s efforts to introduce the Sterling Pound in India as early as the 1600s. But

the coins issued in Western India (Bombay and Surat) and South India (Madras) provinces differed from their northern counterparts in both design and metrology.

1.3.2 Introduction of the Paper Currency

Coins initially derived their value from the precious metal used to mint them. This posed a problem for sovereigns who did not possess the requisite gold or silver to prevent a drastic devaluation of their currency. Paper money solved this problem as it bore a promise to pay its possessors the equivalent value of gold or silver from the public treasury. Soon, it no longer mattered that paper money was not backed by anything of tangible value, and it was simply accepted as a medium of exchange for goods and services. But while paper currency was popularized in Asia by Genghis Khan as early as the 11th century, it only gained traction in India a few centuries later.

The newly-designed coins saw the traditional Indian images and symbols replaced with the effigy of King William IV, which was itself replaced by the portrait of Queen Victoria from 1840 onwards. However, it was only after the Indian Rebellion of 1857, also known as the Sepoy Mutiny, that the British declared the Rupee as the official currency of colonial India.



Figure 6: Five rupee note with effigy of King George VI

Both private and semi-government Presidency banks could print notes — the General Bank of Bengal and Bihar (1773-75) and The Bank of Hindostan (1770-1832) were among the earliest issuers of paper currency in India. In 1861, the Government of India enacted the

Paper Currency Act which granted it a monopoly over the issue of notes and ended the issuance of notes by private and Presidency Banks. Subsequently, the ‘Victoria Portrait Series’ of notes — in denominations of Rs. 10, 20, 50, 100, and 1,000 — entered circulation.

The Indian Independence Movement soon began gathering steam, and its nationalist and economic strategy arm, the Swadeshi Movement, made a big impact on Indian banking. Inspired by the message of reviving domestic processes and products, businessmen and politicians founded several local banks — Canara Bank, Bank of India, Corporation Bank, Indian Bank, and Bank of Baroda, to name a few — for the Indian community from 1906 to 1911.

India got its first printing press in Nashik in 1928 which soon began printing currency for the entire country. Later, the RBI was formally inaugurated on April 1, 1935, with its Central Office at Calcutta (now Kolkata) which was relocated to Bombay (now Mumbai) in 1937. A year later, the apex bank issued its first series of notes which now bore a portrait of the new British monarch — George VI. The Five Rupee note was the first one to be issued in this series and Rs. 1, 2, and 10,000 notes were subsequently added to the pre-existing denominations.

When the Republic of India was established on January 26, 1950, the portrait of George VI on the Rupee note was replaced by an image of the Ashoka Pillar. This currency remained in circulation unchanged until The High Denomination Bank Notes (Demonetization) Act, 1978. Under this law, the Indian Parliament halted the use of high-denomination banknotes of Rs. 1,000, 5,000, and 10,000 which were undermining the Indian economy due to their use in illegal financial transactions.



Figure 7: One rupee note with image of Ashoka Pillar

It was in 1996 that the first notes bearing the picture of Mahatma Gandhi were printed. These notes, which featured upgraded security measures and tangible aids for the visually impaired, remain in circulation even today, with the exception of the Rs 500 and Rs 1,000 notes which were replaced after the 2016 Demonetization.



Figure 8: One rupee note bearing the image of Mahatma Gandhi

1.4 CASHLESS ECONOMY

During the 1990's, the growing popularity of electronic banking made the use of non-cash transactions and settlements popular among the residents of some of the most technologically advanced nations of the world. Digital payment methods became well established in countries across the world by the 2010's. Online tools like Paypal, NFC payments by Smartphone or electronic cards, digital wallet systems operated by Apple, electronic banking and bill payment systems helped people make cashless transactions online. Some countries even started to set limits on transaction values that can be used for non-electronic payments to encourage cashless transactions.

1.5 COUNTRIES GOING CASHLESS

The most cashless societies of the world have been enlisted below. This data comes from a study done by Forex Bonuses. The scoring takes into consideration things like the amount of cards (debit and credit) per member of the population, the growth in the popularity of cashless payment, and the overall awareness of mobile payment technology. Coming out on top is Canada, where an estimated of 57% of transactions are cashless, making it the

dominant way of paying. Next on the list are Sweden and the United Kingdom, where the majority of payments are cashless. France, the United States, and China are not far behind when it comes to cashless payment.

Rank	Country	Forex Cashless Score
1	Canada	6.48
2	Sweden	6.47
3	United Kingdom	6.42
4	France	6.25
5	United States	5.87
6	China	5.17
7	Australia	4.92
8	Germany	4.19
9	Japan	3.12
10	Russia	1.95

Table 1.1 Forex Cashless Score of different countries

1.6 CASHLESS INDIA

Cashless India is a mission launched by the Government of India led by Prime Minister Narendra Modi to reduce dependency of Indian economy on cash and to bring hoards of stashed black money lying unused into the banking system. The country embarked upon this transition to a cashless economy when the government took the revolutionary step of demonetization of old currency notes of Rs 500 and Rs 1000 on November 08, 2016.

1.6.1 Terms used in Cashless Transactions

For different mediums present in the digital transactions different requirements are necessary to carry out transactions in the economy. These are some of the terms used in the cashless transactions.

BANKING CARDS: Banking cards are available by the bank by providing the KYC (know you customer) information to the bank. Applying for a card and getting a pin for the same

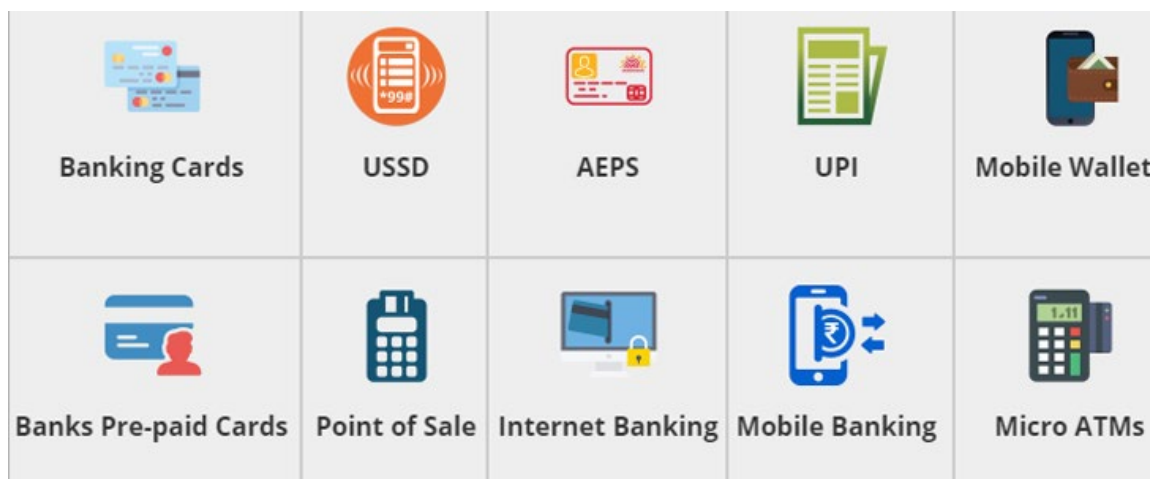


Figure 9: Various cards used in Cashless Transaction

USSD: You should be handling a bank account and have your mobile number attached to the same. You should register for mobile banking and you will get the MPIN (Mobile PIN) and MMID (Mobile Money Identifier) for the transaction

AEPS: You should be having a bank account opened along with your ‘Aadhar’ Card information linked with it.

UPI: For this digital service you need a bank account with your mobile number linked to it. Also, the phone should be a Smartphone and a debit card to set the MPIN

MOBILE WALLETS: Option to open a zero KYC or a full KYC wallet along with your mobile number and the application to be downloaded to your smartphone.

BANKS PRE-PAID CARDS: For this service, a bank account should be there with wallet or a pre-paid card and a Smart phone to generate the MPIIN

POINT OF SALE: A handheld device with the biometric reader along with a merchant bank account and internet connectivity

INTERNET BANKING: For this type of digital service to take benefit of the individual must hold a bank account and opt for the online service same.

MOBILE BANKING: A bank account is required along with a mobile phone application of the bank and internet connectivity to take benefit of this digital service

MICRO ATM’s: This type of digital service can be used by the users of low costs devices and would be beneficial to them.



Figure 10: Some Point of Sale Devices

1.6.2 Benefits of cashless India

- An individual does not need to carry cash with him or her everywhere which in turn reduces the chances of theft from wallet, reduces inconvenience due to carrying cash, give freedom from problem of change when transaction is of odd amount, no risk of receiving counterfeit currency and so on.
- In digital transactions, you can view history of your expenses at one go which helps you to manage your budget easily.
- Since cashless transactions are traceable, they invite payment of taxes, wherever applicable, thus ruling out use of black money.
- As tax collections become easy through the cashless mode, it accelerates the pace of economic development, making it easier for the government to spend on education, health care, employment generation, infrastructure and the overall welfare of the people.
- Increased tax collections lead to reduction and simplification of the tax structure.
- Transfer of monetary benefits to the poor and the needy through bank transfer rules out their exploitation by the unscrupulous middle men.
- It saves the government substantial costs in printing and circulation of currency notes.

- Increased liquidity of money with the banks makes them lower their interest rates puts the huge amounts of cash deposited with them to some productive use.
- Since all transactions will be done through organized channel that is through banks and financial institutions it results in increase in tax revenue for the government as all cash transactions which were done illegally come into banking system which in turn helps the government in tracking all transactions and levying tax on them which in turn can be used by the government for betterment of economy of the country.

1.6.3 Challenges to Cashless Economy

The biggest disadvantage of the cashless economy is that not everybody has the knowledge of doing digital transactions and hence its reach is limited to urban and semi-urban centers only and therefore it is very difficult to implement cashless economy in the big country where many sections of the society in rural areas is illiterate and poor. Hence the lack of proper infrastructure and education among citizens is disadvantageous as far as the cashless economy is concerned.

Another disadvantage of the cashless economy is that although it easy to do digital transactions but at the same time it is very risky as compared to cash related transactions. Hence people having half knowledge of digital payments are exposed to cyber fraud and losing their hard earned money to online scam and hacking of bank accounts and hence it is better to do cash transactions rather than doing digital transactions if one is not fully aware of the online medium of transactions.

Another demerit of the cashless economy is that digital mode of payments like the credit card, wallet payments, internet banking involves some transactions fee which is not the case with cash transactions and hence any individual thinking of doing online transactions will take into account these transaction costs and will not favor online medium of transactions. Hence the presence of transaction cost is a hindrance to cashless economy finding acceptance among the people of the country.

Skepticism in Merchants: Small time merchants as well as users have high amount of suspicion over plastic money and they need to be educated over the potential benefits of using it. One cannot expect an overnight change in the perception of a majority of Indians over the use of plastic money. Government needs to come out with awareness and incentive schemes to promote digital economy.

High Merchant Discount Rate: These are the percentage deducted from each purchase a merchant makes by the card issuing authority or bank. These are volume dependent and

are more economical if the merchant is able to sell a large amount of products, thereby beneficial for big merchants. For smaller merchants, it does not provide enough incentive to make the shift from cash.

1.7 SIGNIFICANCE OF THE STUDY

By the digital gateways of transaction, an individual does not need to carry cash with him or her everywhere which in turn reduces the chances of theft from wallet, reduces inconvenience due to carrying cash, give freedom from problem of change when transaction is of odd amount, no risk of receiving counterfeit currency and so on. In digital transactions, you can view history of your expenses at one go which helps you to manage your budget easily. Still there are various challenges to be addressed if we want to make India cashless in true sense. India is a vast country and the convenience of making transactions through the online mode is not available across the country. In small cities and villages, the people are mostly suffering due to acute cash crunch situation. To make India cashless in true sense, investment is required to be made in enhancing the facility required on a mass scale for cashless transactions across the country. So this the appropriate time to take a survey about the opinion of the public on the cashless transactions in their daily lives.

1.8 STATEMENT OF THE PROBLEM

Perception of common people on cashless transaction

1.9 OBJECTIVES OF THE STUDY

- a. To find out the level of perception of common people on cashless transaction.
- b. To find out the level of perception of common people on cashless transaction with respect to demographic variables such as Gender, age, qualification, occupation, place and card type

1.10 METHOD USED FOR THE STUDY

The investigators adopted the survey method to find out the perception of common people on cashless transaction

1.11 POPULATION AND SAMPLE FOR THE STUDY

The population for the present study consisted of common people in Tirunelveli city. The investigators have used simple random sampling technique for selecting the sample from the population. The sample consists of 263 people in and around Tirunelveli city.

1.12 DISTRIBUTION OF THE SAMPLE

The distribution of the sample is given as follows.

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	Number	Percentage
Gender	Male	167	63.5
	Female	96	36.5
Age	18-30	122	46.4
	31-45	89	33.8
	46-60	44	16.7
	Above 60	8	03.0
Qualification	10th	42	16.0
	12th	63	24.0
	Graduate	126	47.9
	Above graduation	32	12.2
Occupation	Government	49	18.6
	Government aided	46	17.5
	Home maker	38	14.4
	Business	93	35.4
	Coolie	37	14.1
Place	Rural	89	33.8
	Urban	174	66.2
Card type	ATM	158	60.1
	Debit	73	27.8
	Credit	32	12.2

It is observed from the above table that among the respondents, 63.5% of them are male and 36.5% of them are female.

Among the respondents, 46.4% of them from the age group of 18-30, 33.8% of them from the age group of 31-45, 16.7% of them from the age group of 46-60 and 03.00% of them from the age group of above 60.

Among the respondents, 16.0% of them are 10th Qualified, 24.0% of them are 12th qualified, 47.9% of them are graduates, and 12.2% of them are graduated and above.

Among the respondents, 18.6% of them are Government employees, 17.5% of them are Government aided employees, 14.4% of them are Home makers, 35.4% of them are doing Business and 14.1% of them are Coolies.

Among the respondents, 33.8% of them are from rural area and 66.2% of them from urban area.

Among the respondents, 60.1% of them are using only ATM cards, 27.8% of them are using Debit cards and 12.2% of them are using Credit cards and both.

Among the respondents, 75.3% of them are using their cards 1 or 2 time in a day, and 24.7% of them are using their cards 3 to 5 times in a day.

1.13 TOOL USED FOR THE PRESENT STUDY

By keeping various objectives of the study in mind, the following tool was used by professor and their team for collecting the data.

1. Personal data form.
2. Perception on Cashless Transaction Questionnaire. This was developed and validated by Thomas Alexander, Michael J Leo and their team (2017).

The questionnaire contains 10 items and each item has two choices namely ‘Yes’ and ‘No’. The scoring of the questionnaire is ‘1’ for ‘Yes’ and ‘0’ for ‘No’. The questionnaire is annexed at the end of this chapter.

1.14 ANALYSIS OF DATA

Question 1: CASHLESS TRANSACTION AFFECTS THE SMALL SCALE BUSINESS/SELF-EMPLOYMENT

Table 14.1 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
66	25.1	197	74.9

It is observed from the above table that 74.9% of the respondents observed that Cashless affects the small scale business or self-employment

Table 14.1 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	46	27.5	121	72.5
	Female	20	20.8	76	79.2
Age	18-30	30	24.6	92	75.4
	31-45	22	24.7	67	75.3
	46-60	12	27.3	32	72.7
	Above 60	5	62.5	3	37.5
Qualification	10th	13	31.0	29	69.0
	12th	13	20.6	50	79.4
	Graduate	34	27.0	92	73.0
	Above graduation	6	18.8	26	81.3
Occupation	Government	14	28.6	35	71.4
	Government aided	7	15.2	39	84.8
	Home maker	10	26.3	28	73.7
	Business	25	26.9	68	73.1
	Coolie	10	27.0	27	73.0
Place	Rural	19	21.3	70	78.7
	Urban	47	27.0	127	73.0
Card type	ATM	37	23.4	121	76.6
	Debit	24	32.9	49	67.1
	Credit	5	15.6	27	84.4

It is observed from the above table that 72.5% of male observed that the cashless transaction affects the small scale industries, business or self-employment.

Among the respondents, 75.4% of the youngsters coming under the age group 18 to 30 observed that the cashless transaction affects the small scale business or self-employment

Among the respondents with different educational qualification, 81.3% of professionally qualified people observed that the cashless transaction affects the small scale business or self-employment.

Among the respondents, 71.4% of Government employees and 84.8% of employees from Government aided sectors observed that the cashless transaction affects the small scale business or self-employment.

Among the respondents, 78.7% of rural people observed that the cashless transaction affects the small scale business or self-employment.

Among the respondents, 84.4% of the credit card users observed that the cashless transaction affects the small scale business or self-employment.

Question 2: CASHLESS TRANSACTION IS POSSIBLE IN ALL THE PLACES AND TIME

Table 14.2 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
183	69.6	80	30.4

It is observed from the above table that 69.6% of the respondents observed that the cashless transaction is not possible in all the places and time.

Table 14.2 (b)

Response of Sample with Respect to Different background Variables

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	119	71.3	48	28.7
	Female	64	66.7	32	33.3
Age	18-30	90	73.8	32	26.2
	31-45	53	59.6	36	40.4
	46-60	35	79.5	9	20.5
	Above 60	6	75.0	2	25.0
Qualification	10th	25	59.5	17	40.5
	12th	40	63.5	23	36.5
	Graduate	91	72.2	35	27.8
	Above graduation	27	84.4	5	15.6
Occupation	Government	34	69.4	15	30.6
	Government aided	33	71.7	13	28.3
	Home maker	26	68.4	12	31.6
	Business	67	72.0	26	28.0
	Coolie	23	62.2	14	37.8
Place	Rural	59	66.3	30	33.7
	Urban	124	71.3	50	28.7
Card type	ATM	111	70.3	47	29.7
	Debit	48	65.8	25	34.2
	Credit	24	75.0	8	25.0

It is observed from the above table that 71.3% of male observed that the cashless transaction is not possible in all the places and time.

Among the respondents, 79.5% of the respondents coming under the age group 46 to 60 observed that the cashless transaction is not possible in all the places and time.

Among the respondents with different educational qualification, 84.4% of professionally qualified people observed that the cashless transaction is not possible in all the places and time.

Among the respondents, 72.0% of business people observed that the the cashless transaction is not possible in all the places and time.

Among the respondents, 78.7% of rural people observed that the cashless transaction is not possible in all the places and time.

Among the respondents, 75.0% of the credit card users observed that the cashless transaction is not possible in all the places and time.

Question 3: I AM AWARE OF THE CHEATING/FRAUD IN CASHLESS TRANSACTION

Table 14.3 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
96	36.5	167	63.5

It is observed from the above table that 63.5% of the respondents observed that they are aware of the cheating/fraud in cashless transaction.

Table 14.3 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	58	34.7	109	65.3
	Female	38	39.6	58	60.4
Age	18-30	51	41.8	71	58.2
	31-45	23	25.8	66	74.2
	46-60	16	36.4	28	63.6
	Above 60	5	62.5	3	37.5
Qualification	10th	22	52.4	20	47.6
	12th	24	38.1	39	61.9
	Graduate	40	31.7	86	68.3
	Above graduation	12	37.5	20	62.5
Occupation	Government	15	30.6	34	69.4
	Government aided	18	39.1	28	60.9
	Home maker	16	42.1	22	57.9
	Business	32	34.4	61	65.6
	Coolie	15	40.5	22	59.5
Place	Rural	32	36.0	57	64.0
	Urban	64	36.8	110	63.2
Card type	ATM	67	42.4	91	57.6
	Debit	22	30.1	51	69.9
	Credit	7	21.9	25	78.1

It is observed from the above table that 65.3% of male observed that they are aware of the cheating/fraud in cashless transaction.

Among the respondents, 74.2% of the respondents coming under the age group 31 to 45 observed that they are aware of the cheating/fraud in cashless transaction whereas 62.5% of the above 60 age group people are not aware of the cheating/fraud in cashless transaction

. Among the respondents with different educational qualification, 52.4% of 10th qualified people observed that they are **not** aware of the cheating/fraud in cashless transaction.

Among the respondents, 69.4% of people working in Government sectors observed that they are aware of the cheating/fraud in cashless transaction.

Among the respondents, 64.0% of rural people observed that they are aware of the cheating/fraud in cashless transaction.

Among the respondents, 78.1% of the credit card users observed that they are aware of the cheating/fraud in cashless transaction.

Question 4: THE UNEDUCATED CAN DO THE CASHLESS TRANSACTION

Table 14.4 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
180	68.4	83	31.6

It is observed from the above table that 68.4% of the respondents observed that the uneducated cannot do the cashless transaction.

Table 14.4 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	117	70.1	50	29.9
	Female	63	65.6	33	34.4
Age	18-30	81	66.4	41	33.6
	31-45	57	64.0	32	36.0
	46-60	37	84.1	7	15.9
	Above 60	7	87.5	1	12.5
Qualification	10th	30	71.4	12	28.6
	12th	41	65.1	22	34.9
	Graduate	86	68.3	40	31.7
	Above graduation	23	71.9	9	28.1
Occupation	Government	31	63.3	18	36.7
	Government aided	29	63.0	17	37.0
	Home maker	29	76.3	9	23.7
	Business	69	74.2	24	25.8
	Coolie	22	59.5	15	40.5
Place	Rural	61	68.5	28	31.5
	Urban	119	68.4	55	31.6
Card type	ATM	101	63.9	57	36.1
	Debit	55	75.3	18	24.7
	Credit	24	75.0	8	25.0

It is observed from the above table that 70.1% of male observed that the uneducated cannot do the cashless transaction.

Among the respondents, 87.5% of the respondents coming under the age group above 60 observed that the uneducated cannot do the cashless transaction.

. Among the respondents with different educational qualification, 71.4% of 10th qualified people observed that the uneducated cannot do the cashless transaction.

Among the respondents, 76.3% of home makers observed that the uneducated cannot do the cashless transaction.

Among the respondents, 68.5% of rural people observed that the uneducated cannot do the cashless transaction.

Among the respondents, 75.3% of the debit card users observed that the uneducated cannot do the cashless transaction.

Question 5: CASHLESS TRANSACTION IS MAINLY FOR THE BENEFIT OF BIG AGENCIES OR COMPANIES

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
74	28.1	189	71.9

It is observed from the above table that 71.9% of the respondents observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Table 14.5 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	43	25.7	124	74.3
	Female	31	32.3	65	67.7
Age	18-30	33	27.0	89	73.0
	31-45	24	27.0	65	73.0
	46-60	16	36.4	28	63.6
	Above 60	5	62.5	3	37.5
Qualification	10th	13	31.0	29	69.0
	12th	21	33.3	42	66.7
	Graduate	30	23.8	96	76.2
	Above graduation	10	31.3	22	68.8
Occupation	Government	12	24.5	37	75.5
	Government aided	16	34.8	30	65.2
	Home maker	10	26.3	28	73.7
	Business	26	28.0	67	72.0
	Coolie	10	27.0	27	73.0
Place	Rural	28	31.5	61	68.5
	Urban	46	26.4	128	73.6
Card type	ATM	47	29.7	111	70.3
	Debit	23	31.5	50	68.5
	Credit	4	12.5	28	87.5

It is observed from the above table that 74.3% of male observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Among the respondents, 73.0% of the respondents coming under the age group 18 to 45 observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Among the respondents with different educational qualification, 76.2% of graduates observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Among the respondents, 75.5% of respondents from government sectors observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Among the respondents, 68.5% of rural people observed that the cashless transaction is mainly for the benefit of big agencies or companies.

Among the respondents, 87.5% of the credit card users observed that the uneducated cannot do the cashless transactions.

Question 6: CASHLESS TRANSACTION WILL TAKE AWAY THE BLACK MONEY

Table 14.6 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
159	60.5	104	39.5

It is observed from the above table that 60.5% of the respondents observed that the cashless transaction will take away the black money.

Table 14.6 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	106	63.5	61	36.5
	Female	53	55.2	43	44.8
Age	18-30	71	58.2	51	41.8
	31-45	56	62.9	33	37.1
	46-60	27	61.4	17	38.6
	Above 60	2	25.0	6	75.0
Qualification	10th	22	52.4	20	47.6
	12th	32	50.8	31	49.2
	Graduate	83	65.9	43	34.1
	Above graduation	22	68.8	10	31.3
Occupation	Government	31	63.3	18	36.7
	Government aided	29	63.0	17	37.0
	Home maker	21	55.3	17	44.7
	Business	58	62.4	35	37.6
	Coolie	20	54.1	17	45.9
Place	Rural	47	52.8	42	47.2
	Urban	112	64.4	62	35.6
Card type	ATM	99	62.7	59	37.3
	Debit	43	58.9	30	41.1
	Credit	17	53.1	15	46.9

It is observed from the above table that 63.5% of male observed that the cashless transaction will not take away the black money.

Among the respondents, 62.9% of the respondents coming under the age group 31 to 45 observed that the cashless transaction will not take away the black money.

Among the respondents with different educational qualification, 68.8% of graduates observed that the cashless transaction will not take away the black money.

Among the respondents, 63.3% of respondents from government sectors observed that the cashless transaction will not take away the black money.

Among the respondents, 64.4% of urban people observed that the cashless transaction will not take away the black money.

Among the respondents, 62.7% of the ATM card users observed that the cashless transaction will not take away the black money.

Question 7: I KNOW THE PROCEDURE OF DOING CASHLESS TRANSACTION

Table 14.7 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
65	24.7	198	75.3

It is observed from the above table that 75.3% of the respondents observed that they know the procedure of doing cashless transaction

Table 14.7 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	38	22.8	129	77.2
	Female	27	28.1	69	71.9
Age	18-30	31	25.4	91	74.6
	31-45	23	25.8	66	74.2
	46-60	9	20.5	35	79.5
	Above 60	3	37.5	5	62.5
Qualification	10th	16	38.1	26	61.9
	12th	18	28.6	45	71.4
	Graduate	25	19.8	101	80.2
	Above graduation	6	18.8	26	81.3
Occupation	Government	8	16.3	41	83.7
	Government aided	11	23.9	35	76.1
	Home maker	12	31.6	26	68.4
	Business	22	23.7	71	76.3
	Coolie	12	32.4	25	67.6
Place	Rural	24	27.0	65	73.0
	Urban	41	23.6	133	76.4
Card type	ATM	53	33.5	105	66.5
	Debit	9	12.3	64	87.7
	Credit	3	9.4	29	90.6

It is observed from the above table that 77.2% of male observed that they know the procedure of doing cashless transaction

Among the respondents, 79.2% of the respondents coming under the age group 46 to 60 observed that they know the procedure of doing cashless transaction

. Among the respondents with different educational qualification, 80.2% of graduates observed that they know the procedure of doing cashless transaction

Among the respondents, 83.7% of respondents from government sectors observed that they know the procedure of doing cashless transaction

Among the respondents, 76.4% of urban people observed that they know the procedure of doing cashless transaction

Among the respondents, 90.6% of the Credit card users observed that they know the procedure of doing cashless transaction.

Question 8: CASHLESS TRANSACTION FACILITY IS AVAILABLE IN NEAR BY STORES OR SHOPS

Table 14.8 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
173	65.8	90	34.2

It is observed from the above table that 65.8% of the respondents observed that the cashless transaction facility is not available in nearby stores or shops

Table 14.8 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	122	73.1	45	26.9
	Female	51	53.1	45	46.9
Age	18-30	80	65.6	42	34.4
	31-45	60	67.4	29	32.6
	46-60	30	68.2	14	31.8
Qualification	10th	30	71.4	12	28.6
	12th	33	52.4	30	47.6
	Graduate	88	69.8	38	30.2
	Above graduation	22	68.8	10	31.3
Occupation	Government	29	59.2	20	40.8
	Government aided	28	60.9	18	39.1
	Home maker	25	65.8	13	34.2
	Business	68	73.1	25	26.9
	Coolie	23	62.2	14	37.8
Place	Rural	56	62.9	33	37.1
	Urban	117	67.2	57	32.8
Card type	ATM	111	70.3	47	29.7
	Debit	46	63.0	27	37.0
	Credit	16	50.0	16	50.0

It is observed from the above table that 73.1% of male observed that the cashless transaction facility is not available in nearby stores or shops

Among the respondents, 68.2% of the respondents coming under the age group above 60 observed that the cashless transaction facility is not available in nearby stores or shops

Among the respondents with different educational qualification, 69.8% of graduates observed that they the cashless transaction facility is not available in nearby stores or shops

Among the respondents, 73.1% of respondents from business sectors observed that the cashless transaction facility is not available in nearby stores or shops

Among the respondents, 67.2% of urban people observed that the cashless transaction facility is available in nearby stores or shops

Among the respondents, 70.3% of the ATM card users observed that the cashless transaction facility is available in nearby stores or shops.

Question 9: I KNOW TO BLOCK MY CARDS WHEN IT IS MISSED OR LOST

Table 14.9(a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
95	36.1	168	63.9

It is observed from the above table that 63.9% of the respondents observed that they know to block their cards when it is missed or lost.

Table 14.9 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	59	35.3	108	64.7
	Female	36	37.5	60	62.5
Age	18-30	50	41.0	72	59.0
	31-45	30	33.7	59	66.3
	46-60	12	27.3	32	72.7
	60 and Above	3	37.5	5	62.5
Qualification	10th	18	42.9	24	57.1
	12th	26	41.3	37	58.7
	Graduate	44	34.9	82	65.1
	Above graduation	7	21.9	25	78.1
Occupation	Government	15	30.6	34	69.4
	Government aided	18	39.1	28	60.9
	Home maker	15	39.5	23	60.5
	Business	32	34.4	61	65.6
	Coolie	15	40.5	22	59.5
Place	Rural	41	46.1	48	53.9
	Urban	49	55.1	40	44.9
Card type	ATM	74	46.8	84	53.2
	Debit	17	23.3	56	76.7
	Credit	4	12.5	28	87.5

It is observed from the above table that 64.7% of male observed that they know to block their card when it is missed or lost.

Among the respondents, 72.7% of the respondents coming under the age group 46 to 60 observed that they know to block their card when it is missed or lost.

Among the respondents with different educational qualification, 78.1% of post graduates observed that they know to block their card when it is missed or lost.

Among the respondents, 69.4% of respondents from government sectors observed that they know to block their card when it is missed or lost.

Among the respondents, 55.1% of urban people observed that they do not know to block their card when it is missed or lost.

Among the respondents, 87.5% of the Credit card users observed that they know to block their card when it is missed or lost.

Question 10: THIS CASHLESS TRANSACTION CARDS TEMPT TO PURCHASE OFTEN

**Table 14.10(a)
Response of Total Sample**

No		Yes	
Number	Percentage	Number	Percentage
132	50.2	131	49.8

It is observed from the above table that 50.2% of the respondents observed that this cashless transaction cards do not tempt to purchase often.

Table 4.10 (b)**Response of Sample with Respect to Different background Variables**

Background Variables	Categories	NO		YES	
		Number	Percentage	Number	Percentage
Gender	Male	90	53.9	77	46.1
	Female	42	43.8	54	56.3
Age	18-30	59	48.4	63	51.6
	31-45	44	49.4	45	50.6
	46-60	21	47.7	23	52.3
	60 and Above	4	50.0	4	50.0
Qualification	10th	15	35.7	27	64.3
	12th	31	49.2	32	50.8
	Graduate	68	54.0	58	46.0
	Above graduation	18	56.3	14	43.8
Occupation	Government	19	38.8	30	61.2
	Government aided	24	52.2	22	47.8
	Home maker	18	47.4	20	52.6
	Business	53	57.0	40	43.0
	Coolie	18	48.6	19	51.4
Place	Rural	41	46.1	48	53.9
	Urban	54	31.0	120	69.0
Card type	ATM	91	52.3	83	47.7
	Debit	78	49.4	80	50.6
	Credit	36	49.3	37	50.7

It is observed from the above table that 56.3% of female observed that this cashless transaction cards tempt to purchase often.

Among the respondents, 52.3% of the respondents coming under the age group 46 to 60 observed that this cashless transaction cards tempt to purchase often.

Among the respondents with different educational qualification, 64.3% of respondents with 10th qualification observed that this cashless transaction cards tempt to purchase often.

Among the respondents, 61.2% of respondents from government sectors observed that this cashless transaction cards tempt to purchase often.

Among the respondents, 55.1% of urban people observed this cashless transaction cards tempt to purchase often.

Among the respondents, 50.7% of the Credit card users observed that this cashless transaction cards tempt to purchase often.

1.15 FINDINGS IN BRIEF

Cashless Transaction Affects the Small Scale Business/Self-Employment

- 72.5% of male observed that the cashless transaction affects the small scale industries, business or self-employment
- 78.7% of rural people observed that the cashless transaction affects the small scale business or self-employment
- 84.4% of the credit card users observed that the cashless transaction affects the small scale business or self-employment

Cashless Transaction is Possible in All the Places and Time

- 69.6% of the respondents observed that the cashless transaction is not possible in all the places and time
- 84.4% of professionally qualified people observed that the cashless transaction is not possible in all the places and time.
- 72.0% of business people observed that the the cashless transaction is not possible in all the places and time
- 78.7% of rural people observed that the cashless transaction is not possible in all the places and time
- 75.0% of the credit card users observed that the cashless transaction is not possible in all the places and time

I Am Aware of the Cheating/Fraud in Cashless Transaction

- 63.5% of the respondents observed that they are aware of the cheating/fraud in cashless transaction
- 62.5% of the above 60 age group people are not aware of the cheating/fraud in cashless transaction
- 52.4% of 10th qualified people observed that they are **not** aware of the cheating/fraud in cashless transaction.

The Uneducated Can do the Cashless Transaction

- 68.4% of the respondents observed that the uneducated cannot do the cashless transaction.
- 68.5% of rural people observed that the uneducated cannot do the cashless transaction.
- 75.3% of the debit card users observed that the uneducated cannot do the cashless transaction.

Cashless Transaction is Mainly for the Benefit of Big Agencies or Companies

- 71.9% of the respondents observed that the cashless transaction is mainly for the benefit of big agencies or companies.
- 75.5% of respondents from government sectors observed that the cashless transaction is mainly for the benefit of big agencies or companies.
- 87.5% of the credit card users observed that the uneducated cannot do the cashless transactions.

Cashless Transaction Will Take Away the Black Money

- 60.5% of the respondents observed that the cashless transaction will take away the black money.
- 62.9% of the respondents coming under the age group 31 to 45 observed that the cashless transaction will not take away the black money
- 68.8% of graduates observed that the cashless transaction will not take away the black money
- 63.3% of respondents from government sectors observed that the cashless transaction will not take away the black money.

I Know the Procedure of Doing Cashless Transaction

- 75.3% of the respondents observed that they know the procedure of doing cashless transaction
- 77.2% of male observed that they know the procedure of doing cashless transaction
- 80.2% of graduates observed that they know the procedure of doing cashless transaction

Cashless Transaction Facility is Available in near by Stores or Shops

- 65.8% of the respondents observed that the cashless transaction facility is not available in nearby stores or shops

- 68.2% of the respondents coming under the age group above 60 observed that the cashless transaction facility is not available in nearby stores or shops
- 73.1% of respondents from business sectors observed that the cashless transaction facility is not available in nearby stores or shops
- 70.3% of the ATM card users observed that the cashless transaction facility is available in nearby stores or shops.

I Know to Block My Cards When it is Missed or Lost

- 63.9% of the respondents observed that they know to block their cards when it is missed or lost.
- 64.7% of male observed that they know to block their card when it is missed or lost.
- 72.7% of the respondents coming under the age group 46 to 60 observed that they know to block their card when it is missed or lost.
- 55.1% of urban people observed that they do not know to block their card when it is missed or lost.

This Cashless Transaction Cards Tempt to Purchase Often

- 50.2% of the respondents observed that this cashless transaction cards do not tempt to purchase often.
- 56.3% of female observed that this cashless transaction cards tempt to purchase often.
- 55.1% of urban people observed this cashless transaction cards tempt to purchase often.
- 50.7% of the Credit card users observed that this cashless transaction cards tempt to purchase often.

1.16 RECOMMENDATIONS

1. First and foremost the citizens of the country must be prepared for the cashless economy drive and be properly educated to remove the confusion.
2. Risk of fraud and lack of merchant acceptance are main concerns towards this cashless transaction.
3. The security issues must be resolved and the public must be educated properly on the issues of cashless transaction.
4. Revealing the personal details in the social media, neighbours and others must be reduced and the card users must be oriented properly.

5. The point of sale devices must be established in the shops, agencies, Petrol stations, Hospitals, Public sector offices and others places; so that the public can use cards for digital transactions.
6. India is at the 105th position in the world in average internet speed which has negative impact on the digital transactions.
7. India's digital infrastructure is comprehensively inadequate to tackle the growing increase in digital transactions. This should be improved gradually and systematically.
8. There is no privacy with this cashless transaction due to inadequate training to the employees of the agencies, shops and other purchase places. This must be seriously taken into consideration in order to educate the employees who are using this point of sale devices.
9. The Banking systems have to be compliance with the regulation according to the reputed standards and they need to take effective measures in addressing DDoS and malware.

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தூய சவேரியார் கல்வியியல் கல்லூரி

(தன்னாட்சி மற்றும் 'A' தரவரிசை)

பாளையம்கோட்டை

தலைப்பு : பணமில்லா பரிவர்த்தனை

பொது விபரங்கள்

உங்களிடம் சேகரிக்கப்படும் இத்தரவுகள் அனைத்தும் முழுக்க முழுக்க கல்வி நோக்கத்தை அடிப்படையாகக் கொண்டு சேகரிக்கப்படுகிறது.

1. பாலினம் : ஆண் பெண்
2. வயது : 18-30 31-45 46-60 60க்கு மேல்
3. கல்வித்தகுதி : 10 12 கல்லூரி அதற்குமேல்
4. தொழில் : அரசு அரசுசார் இல்லத்தரசி
சுயதொழில் கூலி விவசாயம்
5. இடம் : கிராமம் நகரம்
6. அட்டையின் தன்மை : ATM Debit Credit Card
7. பரிவர்த்தனை அட்டை : 1/2 முறை 3-5 முறை 5 க்கு மேல்
பயன்பாடு (1நாளுக்கு)
9. செல்பேசி மூலம் பரிவர்த்தனை : உண்டு இல்லை

வினா எண்	ஆம்	இல்லை	வினா எண்	ஆம்	இல்லை	வினா எண்	ஆம்	இல்லை
1.			10.			19.		
2.			11.			20.		
3.			12.			21.		
4.			13.			22.		
5.			14.			23.		
6.			15.			24.		
7.			16.			25.		
8.			17.			26.		
9.			18.			27.		

வினாக்கள் - பணமில்லா பரிவர்த்தனை

வினா எண்	வினாக்கள்	ஆம்	இல்லை
1.	பணமில்லா பரிவர்த்தனை குறுந்தொழில்களை/ சுயதொழில்களை பாதிக்கின்றதா?		
2.	பணமில்லா பரிவர்த்தனை எல்லா இடங்களிலும்,நேரங்களிலும் சாத்தியமா?		
3.	பணமில்லா பரிவர்த்தனையில் நடைபெறும் முறைகேடுகளை பற்றிய விழிப்புணர்வு உங்களுக்கு உண்டா?		
4.	படிப்பறிவு இல்லாதவர்கள் பணமில்லா பரிவர்த்தனை செய்ய முடியுமா?		
5.	பணமில்லா பரிவர்த்தனை பெரும்நிறுவங்களில் வளர்ச்சிகானதா?		
6.	பணமில்லா பரிவர்த்தனை கருப்பு பணத்தை ஒழிக்குமா?		
7.	உங்களுக்கு பணமில்லா பரிவர்த்தனையை உபயோகப்படுத்த தெரியுமா?		
8.	அருகிலுள்ள கடைகளில் பரிவர்த்தனை அட்டை பயன்படுத்தும் வசதியுள்ளதா?		
9.	நீங்கள் அடிக்கடி உங்கள் வங்கி கணக்கை சரிபார்ப்பது உண்டா?		
10.	பணபரிவர்த்தனை அட்டை பயன்படுத்திய பிறகு அதற்கான குறுஞ்செய்தி உடனடியாக வருகிறதா?		
11.	உங்களிடம் வங்கிக்கணக்கு உள்ளதா?		
12.	பணமில்லா பரிவர்த்தனை உங்களுக்கு எளிதான முறையாக இருக்கிறதா?		
13.	பணமில்லா பரிவர்த்தனை முறையை கிராமங்களில் சாத்தியமா?		
14.	உங்களது பணமில்லா பரிவர்த்தனை அட்டையை அடுத்தவர் பயன்படுத்த அனுமதிப்பீர்களா?		
15.	உங்களது பணமில்லா பரிவர்த்தனை அட்டைய தவறவிட்டவுடன் அதன் பரிவர்த்தனையை தடுப்பது பற்றி தெரியுமா?		
16.	உங்கள் வங்கியின் சேவை எங்கும் உங்களுக்குத் தொடர்ந்து கிடைக்கிறதா?		
17.	பயன்படுத்தவதை நீங்கள் கௌரவமாக கருதுகிறீர்களா?		
18.	ஒரு நாளைக்கு5முறைக்கு மேல் பணமில்லாத பரிவர்த்தனை அட்டைய உபயோகிப்பீர்களா?		
19.	பணமில்லா பரிவர்த்தனை மூலம் உங்களுக்கு லாபம் கிடைக்கிறதா?		
20.	பணமில்லா பரிவர்த்தனை அட்டை, உங்களை (நீங்கள்) பார்த்த பொருட்களை வாங்க தூண்டுகிறதா?		

Contributors

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2. POLITICAL ENTRY OF FILM PERSONALITIES

1. 0 INTRODUCTION

Socrates, the greatest philosopher of all time received an oracle from Apollo at Delphi. The oracle mentioned that “Socrates was the wisest person in Athena”. Socrates knew that the oracle could never be wrong. He sought out and questioned Athenian men who were highly esteemed for wisdom. First, he interrogated the politicians, then the poets, and then the skilled craftsmen. In questioning the politicians, he found that though they thought they were very wise, they did not in fact know much of anything at all. Similarly, in the Holy Bible we find that, after the death of the greatest King David, his sons fought for the throne. However, they were found unfit to rule the nation. In the end Solomon, known for his wisdom was chosen to rule. Similar contests are happening in the world today. People have great greed. Primarily in the cine field, it begins with wealth, popularity and political power. The actors in cine field think that they are perfectly wise and fit to rule the nation. However, it is not the fact. It can be proven with the performance of the early and present actor-politicians in their power. The definition of political actor within INFOCORE ([In]forming conflict prevention, response and resolution) refers to: “individuals who have obtained at least some measure of political power and/or authority in a particular society who engage in activities that can have a significant influence on decisions, policies, media coverage, and outcomes associated with a given conflict”.

1.1 FILMS AS TOOLS AND MIRRORS OF POLITICAL STAKES

Despite the strict censorship of the Cinema Board of Certification, Indian cinemas all deal more or less directly with the political and social issues of the country. In reality, there are almost as many manifestations of politics on screen as Indian cinemas: nationalism and patriotism in Hindi films, regionalism in Tamil films or a realistic and social cinema in Bengali films.

After independence, the building of a united Indian nation is an issue not only for politicians, but also for the film industry, which will make it one of its central missions. Through films fueling the patriotic and nationalist fiber of the public around the values of Nehruvian socialism, Hindi cinema will seek to define Indianness by portraying stereotypical characters representing an idealized society (Mother India by Mehboob Khan, 1957). It is in a rather original way, by making the family structure a metaphor for the nation, that the

national stakes are solved through family conflicts. Movies like *Kabhi Khushi KabhiGham* (Karan Johar, 2001) or, even more, *Devdas*, are perfect examples and also illustrate one of the criticisms that is often made against those productions that further promote "Hindi-anity", representing minorities by characters in the shadow of heroes. The case of religious minorities and the representation of Muslims in Hindi films is the most striking example.

The production of a national cinema by the Hindi industry has pushed the regional cinemas to differentiate themselves and to create, in reaction, a more openly political cinema. In Tamil Nadu, the DMK party, founded and led by Tamil film actors in 1949, fully embraced the Dravidian ideology working for the creation of a Dravidian state and the protection of Dravidian identity (ie native of southern India) in opposition to the Brahmin culture imposed by New Delhi. This is very well summed up by Mursoli Maran, leader of the DMK: "We choose a good story and we introduce our ideology as soon as possible".

1.2 MOVIE STARS IN POLITICS

MGR memorial at Marina Beach
Indian cinemas are therefore the source of extremely political films, whether directly or indirectly. However, what makes the originality of their relationship to the political is the entry into politics of movie stars, made possible by the fact that the Indian political system is, in essence, adapted to the transfer of the relationship of star-fan to politician-elect. The actors of cinema then take advantage of the advantages that brings them their status of stars with regard to the specificities of the Indian political tradition.



In India, the report of the public to the cinema is such that for the most adulated stars like MGR or Amitabh Bachchan, the star-fan relationship often turns into god-devotee relationship, the star being considered by his fans as a god apart whole. This type of relationship is closely linked to the relationship of "guru-shishya" which rests on the idea that the teachings of a guru, in all fields of intellectual, physical or technical activity, are transmitted to the disciple through a spiritual and devotional relationship. When these elements are transposed to the Indian political system, it becomes clear that the out-of-the-

ordinary status of movie stars can quite naturally be transferred to politics: one of the hallmarks of the Indian political system is what Sara Dickey calls the "politics of politics". personality ", ie the fact that parties and politics revolve around personalities rather than ideas.

Indian voters are extremely diverse, whether in terms of ethnicity, class, caste, religion or linguistic affiliation, and it is ultimately fair to say that what can bring such a heterogeneous population together is the movie theatre. For Robert Hardgrave, the "politics of adulation, that is, the fact that movie stars are not necessarily associated with a particular population group can explain why the entry into politics of movie stars is generally successful. Added to this is the fact that while the figure of the politician does not necessarily inspire confidence or admiration, movie stars represent a much more consensual and appreciable alternative, theoretically far from any suspicion of corruption. or fraud or ambitions of power. They are in fact rather associated with the roles of heroes that they interpret on big screen, thus contributing to create a myth around their person. An excerpt from a song performed by MGR in *EngaVeettu Pillai* ("The Son of Our House", 1965), illustrates it perfectly: "If you follow me, the poor will never suffer. First, Christ came and preached; then Gandhi came and preached; then people have forgotten. Now I'm going to put things in order. "

The presence, or "mobilization", of personalities in the film industry in politics can take different forms. Beyond the classic association with a political party like Shivaji Ganesan or Sunil Dutt with the Congress Party, it is the creation of political parties by movie stars that is more specific to India. The most prominent example is that of the All India Anna Dravida Munnetra Kazhagam (AIADMK) founded in 1972 by MGR. One of the major figures of Tamil cinema had a real status of superstar, which he took advantage of by cultivating his image of "hero" through his roles and exploiting his very broad base of fans. The most important political parties in Tamil Nadu, created by movie stars, make this region a particularly interesting case. Andhra Pradesh is another, with NT Rama Rao, one of the most important figures of Telugu cinema,

When one observes Indian politics through the specter of cinema, one element becomes clear: the majority of voters - the "people of the people" - make up the majority of spectators. This partially explains the success of film stars in politics because, thanks to the popularity gained by their films, they are able to reach a large part of the population, with

important fan bases. They build their political ideology around promoting the interests of the people and protecting the poor and lower castes, who are the majority of voters. This offers a very strong advantage to the political actors given the importance in the Indian political tradition of patronage. This is the "custom" for political parties to go to villages or slums to offer gifts or help people (build an infrastructure or facilitate an administrative procedure for example). For this, fan clubs of political actors are a very powerful tool because they operate in a very organized way and are able to gather crowds in large areas to support and promote the image of the star.

1.3 FACTORS ENABLING CELEBRITIES ENTER INTO POLITICS

Most of the film celebrities enter the national level politics by nomination to Rajya Sabha. Under Article 80 of the Constitution, President of India is empowered to nominate 12 out of 250 members in Rajya Sabha from amongst persons who have special knowledge or practical experience in respect of such matters as literature, science, art and social service. Thus, most cinema personalities enter parliament on account of their contribution to art (cinema / theatre) or social service (upliftment of women etc.).

Further, in India, personality cult and charisma works in politics. Political parties constantly increase their influence by bringing on celebrities on board. The participation of film stars helps because public judges them by the role played by them in movies.

Film Celebrities have been participating in Indian politics since Nehru era. The earliest notable film personality to enter into politics was Prithviraj Kapoor, who was continuously nominated for Rajya Sabha for eight years (1952-1960) for his outstanding contributions as a theatre artist and cine actor. He was close to Pandit Nehru and the latter always appreciated his contribution to theatre and Cinema. The other early trendsetters include M G Ramachandran, N T Rama Rao, J Jayalalitha, Amitabh Bachchan etc. However, in 1970s, 80 and even in 90s, only a few film personalities participated in active politics. However, in recent years, there has been a huge surge in celebrity politics.

1.4 DRAVIDIAN POLITICS

The major features of Dravidian politics are centered on linguistic, ethnic and cultural identity. Questions of caste discrimination, particularly those concerned with the dominance of Brahmin culture in both civil and political society, as well as those pertaining to the language debate and regional autonomy formed the region's core political concerns.

Unlike any other Indian state, in Tamil Nadu, these political concerns were effectively and efficiently mobilised through various media, especially cinema. Theatre and cinema became the key vehicles for promoting a Dravidian politics centred on Tamil identity and language.

This marked the beginning of a symbiotic relationship between Tamil cinema and politics. Notably, most of the prominent members of the DravidaMunnetraKazhagam (DMK) were associated with the film world. Strong visual and aural elements influenced politicians' public performances. C.N. Annadurai and M. Karunanidhi were both scriptwriters who produced powerful dialogues and went on to become chief ministers, Kannadasan and PattukottaiKalyanasundaram wrote compelling lyrics, M.G. Ramachandran (another chief minister) was known for his strong screen presence, and a host of others including S. S. Rajendran played an integral role in transforming political communication in Tamil politics.

The DMK's emphasis on cinema once prompted K. Kamaraj, a former chief minister, to slyly comment, "How can there be government by actors?"

1.4.1 Jayalalithaa's Rise

Given this history, where does the late Jayalalithaa feature in the relationship between Tamil politics and cinema? As a young star, Jayalalithaa had the most number of fan clubs, a form of association intrinsic to the cult-driven Tamil politics pioneered by MGR, whose fan clubs literally became extensions of his newly founded political party. Jayalalithaa had the opportunity to become MGR's favourite heroine and starred in a whopping 23 films – most of them hits – with the actor-turned-politician.

However, Jayalalithaa association with films – and her status as MGR's favourite – was indeed the launch pad for her political career. After her proximity to MGR earned her a Rajya Sabha nomination there was no looking back. Her eloquence and personality got her the chance to get a good look at national politics as well. Jayalalithaa carefully stage-managed herself, creating an image of herself as MGR's anointed successor over the course of various occasions, aided



along by her reel image. Following MGR's death in 1987 and the loss of the 1989 election, Jayalalithaa wrested control of the party from MGR's widow, V.N. Janaki, and became his political heir.

The DMK's return to power proved to be short-lived as the government was dismissed following Rajiv Gandhi's assassination, following which the AIADMK rose to power with Jayalalithaa being elected Tamil Nadu's chief minister. This period was marked by Jayalalithaa consciously constructing a new image for herself, one that was independent of both MGR and her past as a film star. She disavowed her cinematic image in favour of that of a strong female politician through what Preminda Jacob calls 'charismatic populism'.

Larger than life cutouts of Jayalalithaa became a prominent feature of her first regime and people began to address her as PuratchiThalaivi (Revolutionary Leader). She also succeeded in creating a motherly (Amma) political persona for herself by holding a public fast to demand Cauvery water for her state and so ensure the welfare of Tamil Nadu's residents.

1.5 CINE CELEBRITIES IN POLITICS: PROS AND CONS FOR DEMOCRACY

Every citizen has right to participate in the democratic processes and institutions and actors / celebrities are no exception to this. The nomination of actors as members of parliament is as per mandate of constitution. They can have positive impact on democracy as people judge / emulate the behaviour of film personalities by the role played by them on silver screen. This gives them power to motivate / mobilize the people easily. They can become good leaders provided they have the leadership qualities and connect with people needed after initial success in elections. However, this generally does not happen. Their popularity gives them instant success in politics but that does not sustain and the mortality rate of actors and film personalities in politics in India has been very high. Most of them end their political career either shortly or without many achievements.

1.6.1 The Blurred Lines between Politics and Cinema in India

The blurred lines between politics and cinema in India Beyond films dealing with political issues, what distinguishes India is the entry into politics of movie stars.

In July 1896, the Lumière brothers brought cinema in India: they showed six films, including the mythical Arrival of a Train. It is only a few years later, in 1913, that "Dadasaheb" Phalke presented the first Indian film, Raja Harishchandra, an epic tale inspired

by the Mahabharata. Since, cinema has made its way into the world with 1,255 feature films shot, 3.3 billion tickets sold and 10,167 cinema halls throughout the country. With around 35% Figures of the 2001 census, Government of India, of the population being illiterate, films constituted an extremely significant medium to reach the majority of the population and unite it through the construction of a common imaginary. The political faces of the country, and India is no exception.

Since independence in 1947, Hindi cinema has emerged as the "national cinema" and considered the nation-building process as one of its "missions". What is more specific to India, however, is the long tradition of political involvement of film stars, not only as "communication" figures adding glamour to a politician's campaign, but as actual members of government. The careers of major figures of Indian cinema such as Gopalan Ramachandran (known as "MGR"), Sunil Dutt, Nandamuri Taraka Rama Rao or Amitabh Bachchan show how much the shift from cinema to politics is almost a cinematographic production is, in spite of popular belief, extremely political.

1.6 NEED AND SIGNIFICANCE OF THE STUDY

As kids growing up in India, we're taught to worship gods or god-like figures. The teachings begin with mythology, where we're introduced to characters like Jesus Christ, Ram, Sita, and Laxman from Ramayana and the Panch Pandavas and Krishna from Mahabharat. The stories bathe these characters in reverence and devotion, and our parents, grandparents and relatives, fervently believe in these gods and worship them. Children growing up in such households pick up these mannerisms from their families. So they develop the tendency of hero worships. Cinema industries state-wise keep on

Everywhere around the theater, extreme respect, nay devotion is demanded of everyone present there. Anyone who even comes close to disrespecting Thalaiva finds themselves at great risk. The magnitude of punishment varies between serious verbal onslaughts to a proper beating by a mob of fans who won't hold back.

This is just the tip of the iceberg. Crazier forms of hero worship can be seen in India. For instance, actors like Rajinikanth, Amitabh Bachchan and Khushboo and political figures like Sonia Gandhi and M.G. Ramachandran have had temples built in their name. At present, in Tamil Nadu the film actors of Tamil Nadu try to enter into politics and involve themselves

in the social activities. So this is the right time to take a survey among the public on the political entry of the film personalities.

1.7 STATEMENT OF THE PROBLEM

Perception of the people on the political entry of the film personalities.

1.8 OBJECTIVES OF THE STUDY

- a. To find out the level of perception of the people on the political entry of the film personalities.
- b. To find out the level of perception of the people on the political entry of the film personalities with respect to demographic variables such as Gender, age, qualification, occupation, place and card type

1.9 METHOD USED FOR THE STUDY

The investigators adopted the survey method to find out perception of the people on the political entry of the film personalities

1.10 POPULATION AND SAMPLE FOR THE STUDY

The population for the present study consisted of common people in Tirunelveli city. The investigators have used simple random sampling technique for selecting the sample from the population. The sample consists of **253** people in and around Tirunelveli city.

1.11 TOOLS USED FOR THE PRESENT STUDY

By keeping various objectives of the study in mind, the following tool was used by professor and their team for collecting the data.

1. Personal data form.
2. Perception on Political Entry of Film Personalities Questionnaire. This was developed and validated by Thomas Alexander, Michael J Leo and their team (2018).

The questionnaire contains 20 items and each item has two choices namely 'Yes' and 'No'. The scoring of the questionnaire is '1' for 'Yes' and '0' for 'No'. The questionnaire is annexed at the end of this chapter.

1.12 DISTRIBUTION OF THE SAMPLE

The distribution of the sample is given as follows.

Table 3.1
Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	Number	Percentage
Gender	Male	148	58.5
	Female	105	41.5
Age	18-30	105	41.5
	31-45	81	32.0
	46-60	49	19.4
	Above 60	18	7.1
Educational Qualification	Illiterate	15	5.9
	SSLC	84	33.2
	HSC	61	24.1
	Graduates	75	29.6
	Above Graduation	18	7.1
Occupation	Students	36	14.2
	Government	28	11.1
	Government Aided	36	14.2
	Home maker	54	21.3
	Business	69	27.3
	Coolie	30	11.9
Place	Rural	64	25.3
	Urban	189	74.7
Member of Any Organisation/Party	No Member	137	54.2
	Political Party	23	9.1
	Actors Fans Club	36	14.2
	Community Organisation	41	16.2
	Organisation/NGO	16	6.3
Interest in Cinema	Yes	211	83.4
	No	42	16.6

It is observed from the above table that the sample consists of 58.5% of male and 41.5% of female respondents.

Among the respondents, 41.5% of them from the age group of 18-30, 32.0% of them from the age group of 31 to 45, 19.4% of them from the age group of 46 to 60, and 7.1% of the respondents form the age group of 60 and above.

Among the respondents, 5.9% of them are illiterate 33.2% of them are 10th passed, 24.1% of them are Higher secondary passed, 29.6% of them are graduates and 7.1% of them are post graduates.

Among the respondents, Students, 14.2% of them are students, 11.1% of them from Government sectors, 14.2% of them from government aided sectors, 21.3% of them are home makers, 27.3% of them are business people, and 11.9% of them are from coolies.

Among the respondents, 25.3% of them are rural area and 74.7% of them are from urban area.

Among the respondents, 54.2% of them are not a member of any organisation, 9.1% of them are the member of a political party, 14.2 % of them are the member of fans club of an actor, 16.2% of them are a member of a community organisation and 6.3% of them are member of a NGO.

Among the respondents, 83.4% of them are interested in cinema and 25.3% of them are not interested in Cinema.

1.13 DATA ANALYSIS

Table 14.1 (a)

Response of Total Sample

Sl. No.	Items	No		Yes	
		Number	Percentage	Number	Percentage
1	Fan of an Actor	97	38.3	156	61.7
2	Welcome the Actors Into Politics	130	51.4	123	48.6
3	Actors Becoming Politicians Have a Hidden Agenda	106	41.9	147	58.1
4	Actors have participated in the protests of the common man issues	155	61.3	98	38.7
5	Actors will keep their promises in Politics	162	64.0	91	36.0
6	Actors in Politics is an hidden agenda of an existing Political Party	88	34.8	165	65.2
7	Actors from other State have the right to rule in Tamil nadu	159	62.8	94	37.2
8	There is difference between reel and real life of Actors	60	23.7	193	76.3
9	Cinema and Politics are Entirely Different	70	27.7	183	72.3
10	The actors who are in politics are honest and Self-Disciplined	164	64.8	89	35.2
11	It is right to utilize the power of fans and their energy to become politicians	164	64.8	89	35.2
12	The wish to become politician is their retirement plan	84	33.2	169	66.8

It is inferred from the above table that 61.7% of the people are the fan of an actor.

It is inferred from the above table that 51.4% of the people do not welcome the actors Into Politics.

It is inferred from the above table that 58.1% of the people perceive that the actors becoming politicians have a hidden agenda.

It is inferred from the above table that 61.3% of the people perceived that actors have not participated in the protests of the common man issues.

It is inferred from the above table that 64.0% of the people believed that actors will not keep their promises in Politics.

It is inferred from the above table that 65.2% of them perceived that the actors in politics is a hidden agenda of an existing Political Party.

It is inferred from the above table that 62.8% of them perceived that actors from other state do have the right to rule in Tamil nadu.

It is inferred from the above table that 76.3% of the people perceived that there is difference between reel and real life of actors.

It is inferred from the above table that the 72.3% people observed that the cinema and politics are Entirely Different.

It is inferred from the above table that the 64.8% of the people perceived that the actors who are in politics are honest and Self-Disciplined

It is inferred from the above table that 64.8% of them observed that it is not right to utilize the power of fans and their energy to become politicians.

It is inferred from the above table that 66.8% of the people perceived that the wish to become politician by actors is their retirement plan.

1.14 FINDINGS

- 61.7% of the people are the fan of an actor.
- 51.4% of the people do not welcome the film personalities into Politics.
- 58.1% of the people perceive that the actors becoming politicians have a hidden agenda.

- 61.3% of the people perceived that actors have not participated in the protests of the common man issues.
- 64.0% of the people believed that actors will keep their promises in Politics.
- 65.2% of them perceived that the actors in politics are a hidden agenda of an existing Political Party.
- 62.8% of them perceived that actors from other state do have the right to rule in Tamil nadu.
- 76.3% of the people perceived that there is difference between reel and real life of actors.
- 72.3% people observed that the cinema and politics are Entirely Different.
- 64.8% of the people perceived that the actors who are in politics are honest and Self-Disciplined
- 64.8% of them observed that it is not right to utilize the power of fans and their energy to become politicians.
- 66.8% of the people perceived that the wish to become politician by actors is their retirement plan.

1.15 RECOMMENDATIONS

1. The hero worship culture must be eradicated from the childhood and educate the children rationally
2. At the childhood age, the adventurous cartoon movies develop these heroisms and collapse the self concept of the child. So, there must be some certification and filtration in broadcasting these movies in the TV channels.
3. The children and adults must be away from the TV programmes, shows and reality concepts which occupies mind of the youngsters and does not allow others to think rationally.
4. Every individual of this democratic country should not have destructive bonds namely Caste, religions and creed.

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தூயசவேரியார் கல்வியியல் கல்லூரி

(தன்னாட்சிமற்றும் 'A' தரவரிசை)

பாளையம்கோட்டை

தலைப்பு : நடிகர்களின் அரசியல் வருகை

பொதுவிபரங்கள்

உங்களிடம் சேகரிக்கப்படும் இத்தரவுகள் அனைத்தும் முழுக்கமுழுக்ககல்விநோக்கத்தை அடிப்படையாகக் கொண்டு சேகரிக்கப்படுகிறது.

- பாலினம் : ஆண் பெண்
- வயது : 18-30 31-45 46-60 60க்கு மேல்
- கல்வித்தகுதி : 10 12 கல்லூரி அதற்குமேல்
- தொழில் : அரசு அரசுசார் இல்லத்தரசி
சுயதொழில் கூலி விவசாயம்
- இடம் : கிராமம் நகரம்
- சார்பு : அரசியல் கட்சி நடிகரின் ரசிகர் மன்றம்
சமுதாய அமைப்பு இவ்வாறு
- தங்களுக்கு திரைப்படங்கள் பார்க்கும் பழக்கம் உண்டா? ஆம் இல்லை
- உங்களின் அபிமான நடிகர் அரசியலுக்குவந்தால் ஆதரிப்பீர்களா?
ஆம் இல்லை

வினாஎண்	ஆம்	இல்லை	வினாஎண்	ஆம்	இல்லை	வினாஎண்	ஆம்	இல்லை
1.			10.			19.		
2.			11.			20.		
3.			12.			21.		
4.			13.			22.		
5.			14.			23.		
6.			15.			24.		
7.			16.			25.		
8.			17.					
9.			18.					

வினாக்கள் - நடிகர்களின் அரசியல் வருகை

வினாஎண்	வினாக்கள்	ஆம்	இல்லை
1.	நீங்கள் ஏதேனும் ஒருசினிமாகதாநாயகனின் தீவிரசிகரா?		
2.	நடிகர்கள் அரசியலில் ஈடுபடுவதைநீங்கள் வரவேற்கிறீர்களா?		
3.	சினிமாத்துறையினர் அரசியலில் வருவதால் மக்களுக்குநன்மைசெய்வார்கள் எனஎதிர்பார்க்கின்றீர்களா?நினைக்கிறீர்களா?		
4.	சினிமாத்துறையினர் அரசியலில் வருவதில் ஏதேனும் உள்நோக்கம் இருப்பதாகநினைக்கின்றீர்களா?		
5.	சினிமாத்துறையினரால் பாமரமக்களின் தேவைகளைஉணரமுடியுமா?		
6.	நடிகர்கள் இதுவரைமக்களின் பிரச்சனைகளுக்கருப்பதாகநினைக்கின்றீர்களா?		
7.	நடிகர்கள் தங்களின் வாக்குறுதிகளைநிறைவேற்றுவார்கள் எனநம்புகிறீர்களா?		
8.	நடிகர்கள் அரசியல் பிரவேசத்தில் ஏதேனும் அரசியல் கட்சிகளின் பின்புலம் உள்ளதெனசந்தேகிக்கின்றீர்களா?		
9.	எனதுபணத்தில் சம்பாதித்தநடிகர்கள் எனக்குஏதேனும் செய்யவேண்டும் எனஎண்ணுகிறீர்களா?		
10.	வேற்றுமாநிந்தைசேர்ந்தநடிகர்கள் தமிழ்நாட்டில் ஆட்சிசெய்யஉரிமைஉண்டா?		
11.	தற்போதுள்ளஅரசியல் வெற்றிடத்தினைநடிகர்களால் தான் நிரப்பமுடியும் எனஎண்ணுகிறீர்களா?		
12.	நடிகர்கள் அரசியலுக்குவருவதால் அரசியலில் குழப்பம் வரும் எனநினைக்கின்றீர்களா?		
13.	நடிகர்களின் சினிமாவாழ்விற்கும் நிஜவாழ்விற்கும் வித்தியாசங்கள் உண்டா?		
14.	எந்தவிதஅரசியல் அனுபவமும் இல்லாமல் நடிகர்கள் நாட்டைஆள்வதுசரியா?		
15.	நடிகர்கள் அரசியலுக்குவருவதுமக்கள் சினிமாவின் மேல் கொண்டமோகத்தினாலா?		
16.	நீங்கள் சினிமாத்துறையையும் அரசியலையும் வெவ்வேறுகண்ணோட்டங்களில் பார்க்கிறீர்களா?		
17.	தற்போதுஅரசியலுக்குஆசைப்படும் நடிகர்கள் தனிமனிதஒழுக்கமும் நேர்மையும் கொண்டவர்கள் எனநினைக்கிறீர்களா?		
18.	சினிமாத்துறையில் நட்சத்திரமாக ஜொலித்தவர்கள் அரசியலுக்குவந்தபின் நட்சத்திரமாக ஜொலிப்பார்களா?		
19.	அரசியலுக்குவரதங்கள் ரசிகர்களின் மனபலத்தையும் பணபலத்தையும் பயன்படுத்துவதுசரியா?		
20.	நடிகர்களின் அரசியல் ஆர்வம் நடிப்பிற்குபின் வரும் ஓய்வுகாலதிட்டமா?		

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2. MOBILE DEPENDENCE

1.0 INTRODUCTION

Within our contemporary society, mobile phones have become of a great importance, improving people's lives all around the globe. Cell phones have become a necessity for many people throughout the world. The ability to keep in touch with family, business associates, and access to email are only a few of the reasons for the increasing importance of cell phones. Today's technically advanced cell phones are capable of not only receiving and placing phone calls, but storing data, taking pictures, and can even be used as walkie talkies, to name just a few of the available options.

Cell phones are the perfect way to stay connected with others and provide the user with a sense of security. In the event of emergency, having a cell phone can allow help to reach you quickly and could possibly save lives. However, the importance of cell phones goes way beyond personal safety. Modern cell phones are capable of internet access, sending and receiving photos and files, and some cell phones are equipped with GPS technology, allowing for use in most locations around the world and allowing the cell phone to be found or the user located in the event of loss or emergency.

Cell phone reception has become reliable and of high quality due to advances in wireless technology. Wireless service providers offer excellent packages and promotions for cell phone users. Finding a dependable service provider is no longer an issue for cell phone users. The expansion of the wireless service provider industry gives cell phone users a choice and the increased competition has caused a drop in prices of wireless cell phone service. The importance of cell phones goes way beyond the ability to make or receive phone calls. Cell phone users can instantly send data to the home or office, check for important email, use their cell phone as a PDA or calendar, and store photos which can be easily transferred to a PC or laptop computer.

Cell phone manufacturers have produced a wide range of cell phones, which sell for prices that range from very inexpensive to over one thousand dollars. The available options give users the choice of purchasing a basic cell phone to use simply for making calls, or choosing a complex, technologically advanced cell phone that can perform as many or even more tasks that a home computer. Over the past decade, the increasing importance of cell phones has made them almost a necessity for most people. Even remote and underdeveloped countries have some access to cell phone technology and wireless services.

The importance of cell phones has increased the competition in the wireless service provider industry, making cell phones very affordable and very easy to use. Cell phones have become almost a status symbol in addition to the convenience and security that comes from owning them.

1.1 IMPORTANCE OF MOBILE PHONES IN OUR DAILY LIFE

Constant contact with friends and families: Information technology has improved the mobile phones to a great level. Today, with the help of internet, we are able to access various social media sites and apps that help us stay connected with our friends, family and the entire world. Mobile phones have made communication easier with quick placing of calls and SMS. Mobile phones are of great help at the time of emergencies when we need to call the police, ambulance or other emergency services.

Entertain us and keep us informed too: Who needs a television or a music system when there are mobile phones around! Mobile phones come with FM radio, inbuilt games and various other apps that entertain us. Moreover, you can download apps of your choice like news apps, health apps, and music apps, etc. that will entertain and inform you. You can also watch videos and movies in your mobile phones.

Daily Utilities: Mobile phones help us a lot in our daily life. With an internet enabled mobile phone, you can book a cab with the help of various relevant apps. You can also pay your bills with the help of your phone. Also, you can click pictures and use your phone like a camera. Your mobile phone also acts like a compass and navigates you. Such uses of mobile phones are extremely helpful as they help us save our time and money.

It helps us become more organized: Today, mobile phones are equipped with important features like documents, alarm, calendars, memo, stop-watch, etc. which help us become more organized.

Ensures safety: This is one of the most important benefits of using a mobile phone. Mobile phones ensure safety. Also, you can talk to your children and confirm that they have reached safely at their friend's place or other destination. At the time of emergencies or difficult situations, the mobile phone can be used quickly to get help. The mobile phones provide us security. To understand this better, just consider any situation in which you urgently need to contact fire brigade or police. The landlines are not available everywhere, but the mobile phones do. Just take your mobile phone out, dial the number and that's it. Your one good step of buying mobile phone will prove as great money saver for you.

Easy Way of Communication: The first and foremost role that mobile phones play in our lives is that they provide us an easy and fast way of communication. Go wherever you want,

whenever you want; your mobile phone will stay you connected with all. Got an important message for your friend/family member? Just send instant SMS or call straight away and make your important message reach the intended person in no time.

Internet Access & Social Media: The Internet is one of the biggest blessings to man by technology. One just cannot imagine the life without the Internet. Everyone likes/wants to stay connected with the Internet all the time. Thanks to the mobile phones that make it possible. The mobile phones let users enjoy the social media on the go. A major part of modern world is addicted to social networking sites. Mobile Phones let them be active in social media on the move.

Mobile Phones Save Money: Yes, they do. Just buy mid-range or high-end mobile phone, and ultimately, you become proud owner of many gadgets, the gadgets that are packed in the mobile phone. For example, by buying mobile phone, you don't need to spend money on a home phone, you don't need to buy any music or video player, you don't need to buy radio etc. If the mobile phone is high-end, then you need not to buy gaming console and maybe a computer as well.

Mobile Phones Helps in Business: Pick up your mobile phone and communicate with the intended person straight away. Since businesses require constant communication, so one just can't imagine any business without the use of mobile phones. And with all those new smart phones available in market these days, a businessman can organize the schedule and set reminders, so he does not forget any important meeting. Mobile phones come packed with lot of business apps which makes their life easier. Thus mobile phones are like a boon for businesses.

1.2 REVOLUTION OF MOBILE PHONES

When cell phones were first introduced to the public, they were bulky, expensive, and some even required a base unit that had to be transported along with the phone. Good reception was a major problem and in general, early cell phones could only be used in certain locations where the signal was particularly strong. As cell phone technology advanced, the difficulty in using them became less of a problem. Today, cell phone reception has improved greatly due to the use of satellites and wireless services. As cell phones improved and became simple to use, the importance of cell phones increased accordingly.

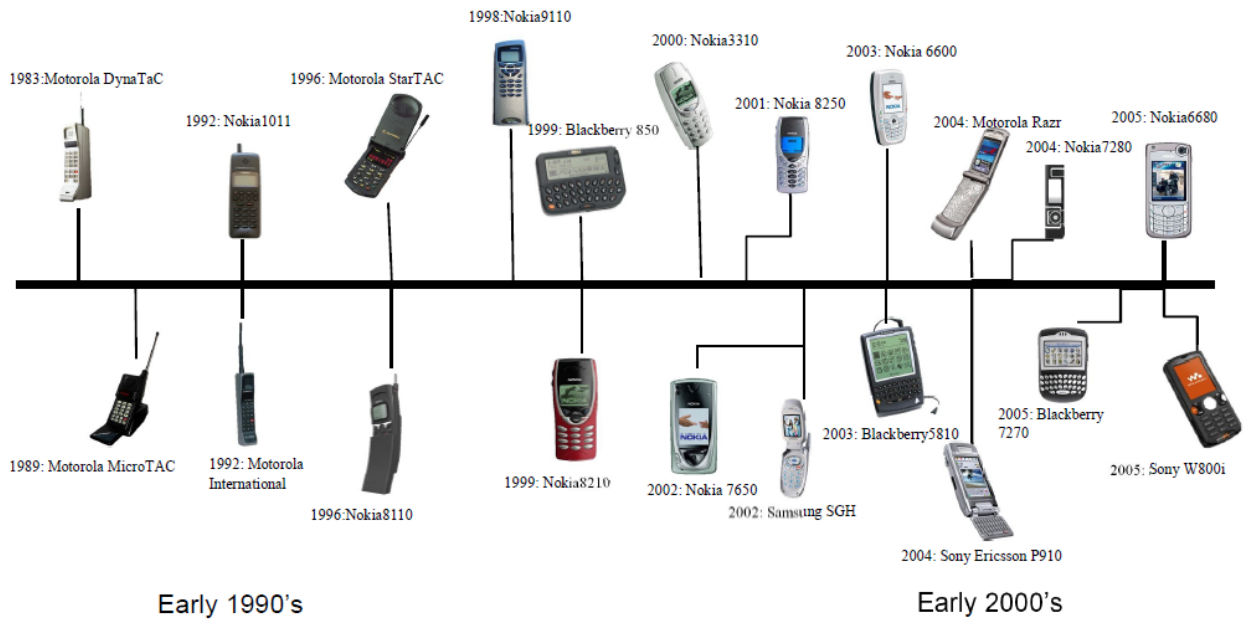


Fig. – 1.1

Evolution of Mobiles

Mobile phones, particularly the smart phones that have become our inseparable companions today, are relatively new. However, the history of mobile phones goes back to 1908 when a US Patent was issued in Kentucky for a wireless telephone.

Mobile phones were invented as early as the 1940s when engineers working at AT&T developed cells for mobile phone base stations. The very first mobile phones were not really mobile phones at all. They were two-way radios that allowed people like taxi drivers and the emergency services to communicate. Instead of relying on base stations with separate cells (and the signal being passed from one cell to another), the first mobile phone networks involved one very powerful base station covering a much wider area.

1926: The first successful mobile telephony service was offered to first class passengers on the Deutsche Reichsbahn on the route between Berlin and Hamburg.



Fig. – 1.2

1946: The first calls were made on a car radiotelephone in Chicago. Due to the small number of radio frequencies available, the service quickly reached capacity.

1956: The first automated mobile phone system for private vehicles launched in Sweden. The device to install in the car used vacuum tube technology with rotary dial and weighed 40Kg. It had a total of 125 subscribers between Stockholm and Gothenburg.



Fig. – 1.3

1969: The Nordic Mobile Telephone (NMT) Group was established. It included engineers representing Sweden, Denmark, Norway and Finland. Its purpose was to develop a mobile phone system that, unlike the systems being introduced in the US, focused on accessibility.

1973: The world's first mobile phone call was made on April 3, 1973, when Martin Cooper, a senior engineer at Motorola, called a rival telecommunications company and informed them he was speaking via a mobile phone. The phone Cooper used, if you could call it that, weighed a staggering 1.1kg and measured in at 228.6x127x44.4mm. With this prototype device, you got 30 minutes of talk-time and it took around 10 hours to charge. **Fig. – 1.4**



1982: Engineers and administrators from eleven European countries gathered in Stockholm to consider whether a Europe wide digital cellular phone system was technically and politically possible.

1983: Motorola released its first commercial mobile phone, known as the Motorola DynaTAC 8000X. The handset offered 30 minutes of talk-time, six hours standby, and could store 30 phone numbers.

1985: Comedian Ernie Wise made the first “public” mobile phone call in the UK from outside the Dicken’s Pub in St Catherine’s dock to Vodafone’s HQ. He made the call in full Dickensian coachman’s garb.



Fig. – 1.5

1987: The Technical specifications for the GSM standard are approved. Based on digital technology, it focused on interoperability across national boundaries and consequent different frequency bands, call quality and low costs.

1992: The world’s first ever SMS message was sent in the UK. Neil Papworth, aged 22 at the time was a developer for a telecom contractor tasked with developing a messaging service for Vodafone. The text message read “Merry Christmas” and was sent to Richard Jarvis, a director at Vodafone, who was enjoying his office Christmas party.

1997 – Nokia 6110



Fig. – 1.6

1997 – Motorola StarTAC



Fig. – 1.7

1999: Emojis were invented by Shigetaka Kurita in Japan. Unlike their all-text predecessors emoticons, emojis are pictures.

The first BlackBerry phone was also unveiled in 1999. Famous for its super-easy email service, BlackBerry handsets were seen as the ultimate business tool, allowing users to read and respond to emails from anywhere.

BlackBerry 850



Fig. – 1.8

The BlackBerry 850 was the first handset released under the BlackBerry brand. Ten years later, RIM would be crowned the fastest growing company on the planet.

2000: The all-conquering Nokia 3310 crash landed on shop shelves. Naturally it was unscathed and went on to sell 126 million units. Over in Japan, the first commercially available camera phone The Sharp J-SH04, launched in November 2000 in Japan. It was used only in Japan. Europe wouldn't get its first camera phone until the arrival of the Nokia 6750 in 2002.

2003: The 3G standard started to be adopted worldwide, kicking off the age of mobile internet and paving the way for the rise of smartphones.

Hong Kong-based Hutchinson Wampoa owned Three brand offered the first 3G network connection in the UK among other countries. Staying very much on-brand, Three ranged a trio of 3G handsets, namely: the Motorola A830, the NEC e606 and NEC e808.

Nepal was one of the first countries in southern Asia to launch 3G services. One of Nepal's first companies to offer the service, Ncell, also covered Mount Everest with 3G.

2007: The iPhone debuted. Solely available on O2 at launch in the UK and priced at a then eye-watering \$499, Nokia CEO confidently dismissed it as little more than a 'cool phone' that wouldn't translate column inches into market share.

2008: The first Android phone turned up, in the form of the T-Mobile G1. Now dubbed the O.G of Android phones, it was a long way from the high-end Android smartphones we use today. Not least because it retained a physical keyboard and a BlackBerry-style trackball for navigation. The advent of both Apple's App Store and Android Market, later renamed Google Play Store, paving the way for our modern-day app culture and creating a \$77 billion industry.

Nokia 3310



Fig. – 1.9



Fig. – 1.10

2009: O2 publicly announced that it had successfully demonstrated a 4G connection using six LTE masts in Slough, UK. The technology, which was supplied by Huawei, achieved a peak downlink rate of 150Mbps.



Whatsapp also launched that year, letting customers send and receive calls and messages via the internet. The messaging system now has 1.2 billion users sending more than 10 billion messages a day.

2010: Samsung launched its first Galaxy S smartphone. Usurping former Android giants, HTC, the Samsung Galaxy S range is still the most popular Android brand.

2012: When text messages first arrived,

Fig. – 1.11

most people didn't think they'd catch on. Ten years later, Britons were sending a billion messages per month. In 2012, British text volume reached its highest point, with 151 billion sent in the UK alone.

2016: The Pokémon Go app launched worldwide. The free augmented reality game uses the Smartphone camera and location to show Pokémon characters in the real world. The aim of the game is to travel to different locations to collect as many Pokémon as possible, leading countless gamers to walk into lamp-posts in their quest to catch them all.

2017: The Nokia 3310 had a revival, sporting a fresh version equipped with basic web browsing, a colorful screen and even a camera. Despite this, it still retained our favourite features from the original 3310, including the iconic design, super-long battery life and even an updated version of Snake. Needless to say, it stole the show at the Mobile World Congress (MWC) tech expo and was one of the biggest hits of the year.

Apple marked ten years in the Smartphone game with the all-screen iPhone X and ditched a physical home button for the first time.

1.3 SIGNS AND SYMPTOMS OF CELL PHONE ADDICTION

Although cell phone addiction is not yet listed in the Diagnostic and Statistical Manual of Mental Disorders, 5th Edition (DSM-5), research has compared it to gambling addiction, which has clearer diagnostic criteria and is included in the DSM-5.

At least 4 of the following signs and symptoms are thought to comprise criteria for cell phone addiction, and the problematic cell phone overuse must cause significant harm in the individual's life: A need to use the cell phone more and more often in order to achieve the same desired effect.

- Persistent failed attempts to use cell phone less often.
- Preoccupation with smartphone use.
- Turns to cell phone when experiencing unwanted feelings such as anxiety or depression.
- Excessive use characterized by loss of sense of time.
- Has put a relationship or job at risk due to excessive cell phone use.
- Tolerance.
- Withdrawal, when cell phone or network is unreachable.
 - Anger.
 - Tension.
 - Depression.
 - Irritability.
 - Restlessness.

1.4 RAISING POPULATION OF CELL PHONE ADDICTION

From a historical perspective, cell phone addiction was showed up at many magazines and newspaper since the smart phone was invented, iPhone and blackberry is too popular to resist. Even President Obama was said to be addicted to his Blackberry. Nevertheless, there is some arguments point out that people only use mobile phone for contacting and researching, even though sometimes they went to social networking is just for relaxed, there is no need to be worried about cell phone addiction could have the bad affect to people. In fact, people now are not only using cell phone for calling or texting, also, even the more of them are using cell phone to play games. According to Keith Stuart, who is the famous reporter from the Guardian newspaper, said, "There are over 14 million out of 37 million cell phone subscribers in Korea play mobile games. To put it another way, four out of every 10 people are mobile gamers. More specifically, 2.3 million play mobile games every day, accounting for 6.2 percent of the total cell phone subscribers, including 15 percent of cell phone users in their teens and twenties."

We can see how high the rate of mobile game addicts is. People in 21st century are using more time to play games instead of doing regular calling, most of them are teenagers, they are young and passion, once they are attacked by the new technology, they could no longer be controlled, going to deep to the mobile games would definitely harm you, the same as gambling and drug, they might lost the ability to pull themselves out.

1.5 IMPACTS OF CELL PHONE ADDICTION

1.5.1 A Serious Addiction

It has been found that female college students spend an average of ten hours a day on their cell phones, surfing the internet and sending 100+ messages. That's more time than spent with friends. Another survey found that three out of five US Smartphone users can't go more than 60 minutes without checking their phones. Experts say our brains get a hit of dopamine and serotonin – the chemicals linked to happiness – when our phones beep or ring. In fact, monophobia (the fear of being without your mobile device) is now recognized as a serious issue – with rehab facilities available to help you deal with your problem!

1.5.2. Withdrawal Is Painful

Just like with other addictive substances, withdrawal can be long and painful and come with complications. A 2011 study called 'The World Unplugged' surveyed almost 1,000 University students in 10 different countries. The students were asked to avoid cell phones, laptops and social networking for 24 hours. A 'clear majority' suffered significant mental and physical distress, panic, confusion and extreme isolation during the withdrawal period, with most students failing to go the full day without their fix.

1.5.3 Back Problems

The British Chiropractic Association say that the number of young people with back problems has risen dramatically over the last number of years, thanks to Smartphone use. According to 2015 statistics, 45% of young people aged 16 to 24 now suffer from back pain as their spinal disks are put under pressure. That's *a 60% rise* from 2014. This pain isn't just occasional either, with 25% of those young people suffering on *a daily basis*.

1.5.4 Nerve Damage

Smart phones don't just affect your health on a day-to-day basis – they may also cause long term, incurable side effects. Like occipital neuralgia – a neurological condition where the nerves that run from the top of the spinal cord up through the scalp become compressed or inflamed. This condition causes symptoms similar to those you'd experience with a severe headache or migraine.

1.5.5 Anxiety & Depression

Spending so much time staring at a screen can lead to anxiety and even depression as people expect constant updates and interaction from friends, and worry when these aren't received. For every minute you're playing Candy Crush, you're missing out on a minute of exercise, of cooking healthy meals, of walking the dog and of real-life human interaction – all of which are important for good mental health. A study from Northwestern University revealed that the more time people spend on their phones, the more likely they are to be depressed.

1.5.6 Stress

Having a Smartphone means we're always 'available' – to take calls, text messages, instant messages, social media notifications and emails. The workday no longer finishes at 6pm as emails continue to push through late into the night. But research from 2012 has found that the need to immediately read and respond to every one of these incoming alerts is causing rising stress levels.

1.5.7 Weight Management & Fitness Levels

In one study, researchers surveyed over 300 college students about their cell phone use, leisure activities and physical activity.⁴⁹ of the students were then asked to use a treadmill test to evaluate their heart and lung fitness. Unsurprisingly, those who spent *up to 14 hours daily* on their phones were less fit than participants who only averaged about 1.5 hours of use.

1.5.8 Disrupted Sleep

Among, 63% of Smartphone users age 18 to 29 falls asleep with a cell phone, Smartphone or tablet in their bed, says a 2013 survey. Around 30% of users aged 30 to 64 do the same thing. What's really worrying is that, according to a study published in September 2015, the amount of caffeine in a double espresso has less of an effect on sleep schedule than bright light exposure at night!

1.5.9 Attention Span

It turns out that most of us now have an attention span less than that of a goldfish. That's exactly what research from Microsoft claims. It's not surprising really, especially when you consider that most of our news is now condensed into 140 characters or less. On the upside, the researchers claim that cell phones have increased our ability to multitask. But, others studies contest this, stating that simply talking or texting can be distracting and contributes to diminished performance when multitasking. In fact, simply *the presence of a cell phone* is said to be distracting, especially when in social settings.

1.5.10 Social Effects

Instead of making us more connected, our smart phones could be making us more isolated. Not only are we more distracted and less ‘present’ in social scenarios thanks to our cell phones, we’re also becoming less connected to our peers on a deeper level. Researchers from the University of Essex found that people who discussed personally meaningful topics when a cell phone was nearby (even if they weren’t being used) reported lower relationship quality and less trust in their partner. They also felt their partner was less empathic to their concerns. Smartphone use is also likely to make us more selfish, and less likely to engage in ‘pro-social’ behavior, says University of Maryland research. Prosocial behavior is defined as an action intended to benefit another person or society as a whole – like volunteering or simply helping out someone in need.

1.5.11 Text Claw

Text claw isn’t a medical term (yet) but its symptoms are very real. Sufferers experience cramped fingers, wrist pain and muscle pain thanks to continuous texting and scrolling on the touch screen of a Smartphone. This occurs because of inflammation in the tendons. It can also exacerbate existing inflammation from tendinitis. If it happens to you, take a break from the cell phone, ice the area regularly, try some wrist exercises and flavor your food with these pain-killing herbs and spices, many of which will work to reduce the inflammation.

1.5.12 Indirect Injuries

Aside from the injuries directly caused by your phone – like occipital neuralgia or carpal tunnel syndrome – a cell phone addiction can increase your risk of indirect injuries, like from a nasty fall or car crash! While hand-held cell phone use while driving is banned in some states, hands-free isn’t. Yet Carnegie Mellon University researchers found that drivers who are *listening* to someone talk on their phone have 37% reduced brain activity. They say that making devices hands-free or voice-activated is not sufficient to eliminate distractions while driving. Even pedestrians are at increased risk of causing accidents.

1.5.13 Eyesight

Direct exposure to blue light – like the one that comes from cell phone screens – can cause damage to the retina of the eye. The American Macular Degeneration Foundation warns that retinal damage of this nature may lead to macular degeneration, which causes the loss of central vision. To save your eyes, limit the amount of time on your phone and follow the 20-20-20 rule – every 20 minutes take 20 seconds to focus on something 20 feet away. Plus you could invest in a blue light blocking phone screen cover.

1.5.14 Hearing

Simply chatting to someone on the phone won't damage your hearing, but if you use your Smartphone and headphones for listening to music then you might have cause for concern. One source of such noise is from headphones, like the ones that come with your phone. If we listen to music that is too loud, we can damage the tiny hairs in the inner ear, which transmit chemical signals through nerves to the brain. The maximum volume of a Smartphone is around 105 decibels – or that of a concert. Listening to music at this volume for *more than four minutes* would likely result in damage to hearing. Even if you lower it to just 94 decibels, you can cause damage if you listen for over an hour.

1.5. 15 Radiation

While it's not clear if the radiation from cell phones and other connected devices causes health issues, a group of 200 biological and health scientists from around the world are trying to raise public awareness on this issue. They are calling on the United Nations, World Health Organization and national governments to develop strict regulations concerning cell phones that create electromagnetic fields. The World Health Organization already classes cell phones as 'possibly carcinogenic to humans' and the organization will conduct a formal risk assessment of all studied health outcomes from radio-frequency field exposure by 2016.

1.6 NEED AND SIGNIFICANCE OF THE STUDY

If the Internet was initially the technological addiction par excellence, the cell phone soon emerged as a source of potentially addictive behavior, particularly since the arrival of smart phone devices, along with the evolution from a global approach to a progressive differentiation of addictions by contents and concrete applications. Whether the problem is the cell phone itself or its contents and applications is a topic of current debate, similar to previous debates with respect to the Internet. From this perspective, the cell phone offers activities that can lead to problematic use. There is evidence that the Smartphone, with its breadth of applications and uses, tends to induce greater abuse than regular cell phones. This damages the brain of every individual and occupies most of the time in a day. Especially among the youngsters, the excessive use of mobile deviates them from the academic tasks. Among the family members, it brings misunderstanding and affects the time we spend with one another. In the social situation, it questions the social order and morality. So this is the Wright time to investigate about the level of mobile addiction among the public.

1.7 STATEMENT OF THE PROBLEM

Mobile addiction among the people.

1.8 OBJECTIVES OF THE STUDY

1. To find out the level mobile addiction among the people.
2. To find out the level of mobile addiction among the people with respect to demographic variables such as Gender, age, qualification, occupation, place and card type

1.9 METHOD USED FOR THE STUDY

The investigators adopted the survey method to find out the mobile addiction among the people.

1.10 POPULATION AND SAMPLE FOR THE STUDY

The population for the present study consisted of common people in Tirunelveli city. The investigators have used simple random sampling technique for selecting the sample from the population. The sample consists of **273** people in and around Tirunelveli city.

1.11 TOOLS USED FOR THE PRESENT STUDY

By keeping various objectives of the study in mind, the following tool was used by professor and their team for collecting the data.

1. Personal data form.
2. Mobile Addiction questionnaire. This was developed and validated by Thomas Alexander, Arockiasamy and their team (2017).

The questionnaire contains 20 items and each item has two choices namely 'Yes' and 'No'. The scoring of the questionnaire is '1' for 'Yes' and '0' for 'No'. The questionnaire is annexed at the end of this chapter.

1.12 DISTRIBUTION OF THE SAMPLE

The distribution of the sample is given as follows.

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	Number	Percentage
Gender	Male	177	64.8
	Female	96	35.2
Age	Below 18	40	14.7
	19-25	120	44.0
	26 - 30	46	16.8
	31-39	32	11.7
	40-49	16	5.9
	50 and Above	19	7.0
	Educational Qualification	School	77
College		141	51.6
Professional Education		55	20.1
Use of Mobile	Up to 1 Hour	69	25.3
	1 to 2 Hours	69	25.3
	More than 2 Hours	135	49.5
Category of Using Mobile	Whatsapp	131	48.0
	Receiving Calls	56	20.5
	Games	23	8.4
	Internet	30	11.0
	Facebook	16	5.9
	Music/Videos	17	6.2

It is observed from the above table that the sample consists of 64.8% of male and 35.2% of female respondents.

Among the respondents, 14.7% of them from the age group of below 18, 44.0% of them from the age group of 19 to 25, 16.8% of them from the age group of 26 to 30, 11.7% of them from the age group of 31-39, 5.9% of then from the age group of 40-49 and 7.0% of the respondents form the age group of 50 and above.

Among the respondents, 28.2% of them have are school educated, 51.6% of them are graduated and 20.1% of them are professionally educated.

Among the respondents, 25.3% of them from the group of less than 1 hour mobile users, 25.3% of them from the group of 1 to 2 hours mobile users and 49.5% of them from the group of more than 2 hours mobile users.

Among the respondents, 48.0% of them use mobile for whatsapp dominantly, 20.5% of them use to receiving calls, 8.4% of them for games, 11.0% of them for internet, 5.95 of them for facebook and 6.2% of them for music/video.

1.13 DATA ANALYSIS

Question 1: I USE MY MOBLIE THROUGHOUT THE DAY

Table 14.1 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
144	52.7	129	47.3

It is observed from the above table that 52.7% of the respondents do not use their mobiles throughout the day and 47.3% of them use their throughout the day.

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	84	47.5	93	52.5
	Female	60	62.5	36	37.5
Age	Below 18	23	57.5	17	42.5
	19-25	62	51.7	58	48.3
	26 - 30	18	39.1	28	60.9
	31-39	20	62.5	12	37.5
	40-49	7	43.8	9	56.3
	50 and Above	14	73.7	5	26.3
Educational Qualification	School	46	59.7	31	40.3
	College	72	51.1	69	48.9
	Professional Education	26	47.3	29	52.7
Category of Using Mobile	Whatsapp	70	53.4	61	46.6
	Receiving Calls	30	53.6	26	46.4

	Games	15	65.2	8	34.8
	Internet	17	56.7	13	43.3
	Facebook	4	25.0	12	75.0
	Music/Videos	8	47.1	9	52.9

It is observed from the above table that 52.5% of the male respondents use their mobiles throughout the day.

It is observed from the above table that 60.9% of the respondents from the age group between 26-30 use their mobiles throughout the day. But 73.7% of the respondents from the age group above 50 do not use their mobiles throughout the day.

Among the respondents, 59.7% of the school educated people do not use their mobiles throughout the day. But 52.7% of professionally educated people use their mobiles throughout the day.

75.0% of the people who are using facebook use their mobile throughout the day.

Question 2: MY EXCESSIVE USE OF MOBILE INTERFERS MY DAILY ROUTINE OR DUTIES

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
134	49.1	139	50.9

It is observed from the above table that 50.9% of the respondents accepted that their excessive use of mobile affects their daily routine or duties

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	90	50.8	87	49.2
	Female	44	45.8	52	54.2
Age	Below 18	20	50.0	20	50.0
	19-25	54	45.0	66	55.0

	26 - 30	24	52.2	22	47.8
	31-39	18	56.3	14	43.8
	40-49	8	50.0	8	50.0
	50 and Above	10	52.6	9	47.4
Educational Qualification	School	44	57.1	33	42.9
	College	62	44.0	79	56.0
	Professional Education	28	50.9	27	49.1
Category of Using Mobile	Whatsapp	64	48.9	67	51.1
	Receiving Calls	23	41.1	33	58.9
	Games	14	60.9	9	39.1
	Internet	16	53.3	14	46.7
	Facebook	7	43.8	9	56.3
	Music/Videos	10	58.8	7	41.2

It is observed from the above table that 54.2% of the female accepted that their excessive use of mobile affects their daily routine or duties

It is observed from the above table that 55.0% of the respondents from the age group between 26-30 accepted that their excessive use of mobile affects their daily routine or duties

Among the respondents, 56.0% of the college educated people accepted that their excessive use of mobile affects their daily routine or duties

56.0% of the people using mobile preferably for facebook, accepted that their excessive use of mobile affects their daily routine or duties

Question 2: MY RESTING TIME HAS COME DOWN DUE TO EXCESSIVE USE OF MOBILE

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
108	39.6	165	60.4

It is observed from the above table that 60.4% of the respondents accepted that their resting time has come down due to excessive use of mobile

Table 3.1
Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	73	41.2	104	58.8
	Female	35	36.5	61	63.5
Age	Below 18	17	42.5	23	57.5
	19-25	48	40.0	72	60.0
	26 - 30	16	34.8	30	65.2
	31-39	13	40.6	19	59.4
	40-49	5	31.3	11	68.8
	50 and Above	9	47.4	10	52.6
Educational Qualification	School	35	45.5	42	54.5
	College	52	36.9	89	63.1
	Professional Education	21	38.2	34	61.8
Category of Using Mobile	Whatsapp	56	42.7	75	57.3
	Receiving Calls	17	30.4	39	69.6
	Games	9	39.1	14	60.9
	Internet	13	43.3	17	56.7
	Facebook	6	37.5	10	62.5
	Music/Videos	7	41.2	10	58.8

It is observed from the above table that 54.2% of the female accepted that their resting time has come down due to excessive use of mobile.

It is observed from the above table that 68.8% of the respondents from the age group between 40-49 accepted that their resting time has come down due to excessive use of mobile.

Among the respondents, 63.1% of the college educated people accepted that their resting time has come down due to excessive use of mobile.

69.6% of the respondents using mobile preferably to receive calls, accepted that their resting time has come down due to excessive use of mobile.

Question3: THE MOMENT I WAKE UP FROM THE BED, I SEARCH MY MOBILE

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
131	48.0	142	52.0

It is observed from the above table that 52% of the respondents accepted that the moment they wake up from the bed, they search of their mobile.

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	88	49.7	89	50.3
	Female	43	44.8	53	55.2
Age	Below 18	21	52.5	19	47.5
	19-25	68	56.7	52	43.3
	26 - 30	22	47.8	24	52.2
	31-39	18	56.3	14	43.8
	40-49	11	68.8	5	31.3
	50 and Above	14	73.7	5	26.3
Educational Qualification	School	44	57.1	33	42.9
	College	61	43.3	80	56.7
	Professional Education	24	43.6	31	56.4
Category of Using Mobile	Whatsapp	64	48.9	67	51.1
	Receiving Calls	29	51.8	27	48.2
	Games	13	56.5	10	43.5
	Internet	15	50.0	15	50.0
	Facebook	5	31.3	11	68.8
	Music/Videos	8	47.1	9	52.9

It is observed from the above table that 55.2% of the female accepted that the moment they wake up from the bed, they search of their mobile.

It is observed from the above table that 52.2% of the respondents from the age group between 26-30 accepted that the moment they wake up from the bed, they search of their mobile. Among the respondents, 56.7% of the college educated people accepted that the moment they wake up from the bed, they search of their mobile. 68.8% of the people using mobile preferably for facebook accepted that the moment they wake up from the bed, they search of their mobile.

Question4: MY INTEREST ON READING BOOKS SLOWLY COMES DOWN DUE TO USE OF MOBILE

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
135	49.5	138	50.5

It is observed from the above table that 50.5% of the respondents accepted that their interest on reading books slowly comes down due to use of mobile.

Table 3.1

Distribution of the sample with respect to all the Background Variables

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	82	46.3	95	53.7
	Female	53	55.2	43	44.8
Age	Below 18	11	27.5	29	72.5
	19-25	52	43.3	68	56.7
	26 - 30	25	54.3	21	45.7
	31-39	20	62.5	12	37.5
	40-49	10	62.5	6	37.5
	50 and Above	13	68.4	6	31.6
Educational Qualification	School	33	42.9	44	57.1
	College	69	48.9	72	51.1

	Professional Education	33	60.0	22	40.0
Category of Using Mobile	Whatsapp	65	49.6	66	50.4
	Receiving Calls	32	57.1	24	42.9
	Games	12	52.2	11	47.8
	Internet	16	53.3	14	46.7
	Facebook	2	12.5	14	87.5
	Music/Videos	8	47.1	9	52.9

It is observed from the above table that 53.7% of the male accepted that their interest on reading books slowly comes down due to use of mobile.

It is observed from the above table that 72.5% of the respondents from the age group below 18 accepted that their interest on reading books slowly comes down due to use of mobile.

Among the respondents, 57.1% of the school educated people accepted that their interest on reading books slowly comes down due to use of mobile.

87.5% of people using mobile preferably for facebook, accepted that their interest on reading books slowly comes down due to use of mobile.

Question5: I LIKE THE WORLD WITHOUT MOBILES

Table 14.5 (a)

Response of Total Sample

No		Yes	
Number	Percentage	Number	Percentage
165	60.4	108	39.6

It is observed from the above table that 60.4% of the respondents do not like the world without mobiles.

Table 3.1**Distribution of the sample with respect to all the Background Variables**

Background Variables	Categories	No		Yes	
		Number	Percentage	Number	Percentage
Gender	Male	112	63.3	65	36.7
	Female	53	55.2	43	44.8
Age	Below 18	33	82.5	7	17.5
	19-25	66	55.0	54	45.0
	26 - 30	28	60.9	18	39.1
	31-39	18	56.3	14	43.8
	40-49	7	43.8	9	56.3
	50 and Above	13	68.4	6	31.6
Educational Qualification	School	50	64.9	27	35.1
	College	85	60.3	56	39.7
	Professional Education	30	54.5	25	45.5
Category of Using Mobile	Whatsapp	78	59.5	53	40.5
	Receiving Calls	35	62.5	21	37.5
	Games	13	56.5	10	43.5
	Internet	19	63.3	11	36.7
	Facebook	10	62.5	6	37.5
	Music/Videos	10	58.8	7	41.2

It is observed from the above table that 56.3% of the respondents from the age group 40-49 accepted the world without mobiles.

Rests of the other respondents are not ready to accept the world without mobile.

1.14. FINDINGS

- 75.0% of the people who are using facebook use their mobile throughout the day
- 50.9% of the respondents accepted that their excessive use of mobile affects their daily routine or duties
- 60.4% of the respondents accepted that their resting time has come down due to excessive use of mobile
- 52% of the respondents accepted that the moment they wake up from the bed, they search of their mobile.

- 50.5% of the respondents accepted that their interest on reading books slowly comes down due to use of mobile.
- 60.4% of the respondents do not like the world without mobiles.

1.15. RECOMMENDATIONS

1. Yoga may one of the best remedy or diverting force to the people addict to mobile
2. The social and cultural programmes must be organized in good number at cities in order to bring every one come out of home.
3. Every one fix a time duration everyday starting from one hour to two hours called 'Hours without Mobiles' to stay back with friends, family members and friends.
4. Limit your cell phone use to certain times of the day. You can set an alarm on your phone to alert you when you have reached your maximum time.
5. Customize the notification tone into silent in the mobile phone so that you can be with your physical environment.
6. The unnecessary applications could be deleted so that your temptation would be controlled.
7. Put your mobile into silent so that you can have your private time to be spent with your family members and friends
8. As a trial, keep your mobile at home, when you go to your office. Have this practice at least.

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தூய சவேரியார் கல்வியியல் கல்லூரி

(தன்னாட்சி மற்றும் 'A' தரவரிசை)

பாளையம்கோட்டை

தலைப்பு : செல்பேசிக்கு அடிமையாதல்

பொது விபரங்கள்

உங்களிடம் சேகரிக்கப்படும் இத்தரவுகள் வேறு எந்த உள்நோக்கமின்றி கல்வி நோக்கத்தை அடிப்படையாகக் கொண்டு சேகரிக்கப்படுகிறது.

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1மணி நேரம் 1-2மணி 2மணிநேரத்திற்கு மேல்
6. கீழ்க்கண்ட எந்த விசயத்திற்கு நீங்கள் உங்கள் அலைபேசியை அதிகம் பயன்படுத்துகின்றீர்கள்?
வாட்ஸ்அப் அழைப்புகள் விளையாட்டு
இணையம் முகநூல் பாடல் /இசை

வினா எண்	ஆம்	இல்லை	வினா எண்	ஆம்	இல்லை	வினா எண்	ஆம்	இல்லை
1.			10.			19.		
2.			11.			20.		
3.			12.			21.		
4.			13.			22.		
5.			14.			23.		
6.			15.			24.		
7.			16.			25.		
8.			17.			26.		
9.			18.			27.		

வினாக்கள் - செல்பேசிக்கு அடிமையாதல்

வினா எண்	வினாக்கள்	ஆம்	இல்லை
1.	நீங்கள் நாள் முழுவதும் தொலைப்பேசியை பயன்படுத்துவரா?		
2.	உங்கள் கோபத்தினை கட்டுப்படுத்த (அல்லது) வெளிகாட்ட செல்பேசியை பயன்படுத்துகிறீர்களா?		
3.	செல்பேசியை பயன்படுத்த முடியாத வாய்ப்பில்லாத நேரங்களில் மன அழுத்தத்தினை கோபமாக உணர்கிறீர்களா?		
4.	செல்பேசி தங்களின் அன்றாட அத்தியவசியமான பணிகளை இடைமறிப்பதாக உணர்கிறீர்களா?		
5.	செல்பேசியின் பயன்பாட்டால் தங்களின் ஓய்வு நேரம் குறைந்திருப்பதாக பாதிக்கப்படுவதாக உணர்கிறீர்களா?		
6.	பிறர் குடும்பத்தின் நண்பர்கள் உங்களிடம் பேச முற்படும் போதெல்லாம் நீங்கள் கைப்பேசியை கையாளுகின்றீர்களா?		
7.	ஏதேனும் பொது நிகழ்ச்சிகளில் விழாக்களில் கோவில்களில் அந்த நிகழ்வுகளில் பங்கேற்காமல் செல்பேசியை பயன்படுத்துகிறீர்களா?		
8.	கைப்பேசி இல்லாதபோது தனிமையாக உணர்கிறீர்களா?		
9.	உங்கள் கைப்பேசி அழைப்பு மணி ஒலிக்காதபோதும் அது ஒழிப்பது போல் உணர்கிறீர்களா?		
10.	காலையில் எழுந்தவுடன் நீங்கள் தேடுவது உங்கள் தொலைப்பேசியா?		
11.	நீங்கள் தொலைப்பேசியில் அதிக நேரம் செலவழிப்பதற்காக குடும்பத்தினிடம் தண்டனைச் சொற்கள் பெற்றதுண்டா?		
12.	உங்களின் புத்தகம் மீதான ஆர்வம் குறைந்துள்ளதாக நினைக்கிறீர்களா?		
13.	கைப்பேசி இல்லாத உலகத்தினை விரும்புகிறீர்களா?		
14.	முகநூலில் யாரென்று அறிமுகம் ஆகாத நபர்களுக்கெல்லாம் உங்கள் நட்பு வட்டத்தில் உண்டா?		
15.	நீங்கள் பதிவிடும் அனுப்பும் செய்திகளுக்கு பதில் வரும் வரை (காத்திருக்கின்றீர்களா)? அமைதியற்றவர்களாக உணர்கிறீர்களா?		
16.	ஓர் செய்தியின் உண்மைத்தன்மை தெரியாமல் அதனை பிறருக்கு பகிறும் பழக்கம் தங்களிடம் உண்டா?		
17.	எந்த அழைப்பும் செய்தியும் வராமல் செல்பேசியின் திரையினை அடிக்கடி பழக்கம் உண்டா?		
18.	உங்கள் கைப்பேசியை பிறர் கையாள் அனுமதிப்பீர்களா?		
19.	கைப்பேசியின் பயன்பாட்டினை குறைத்துக்கொள்ள வேண்டும் என நினைத்ததுண்டா?		
20.	நீங்கள் கைப்பேசி பயன்படுத்தும் போது பிறர் அழைத்தாலும் அதனை கவனிக்காததை உணர்கிறீர்களா?		

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